



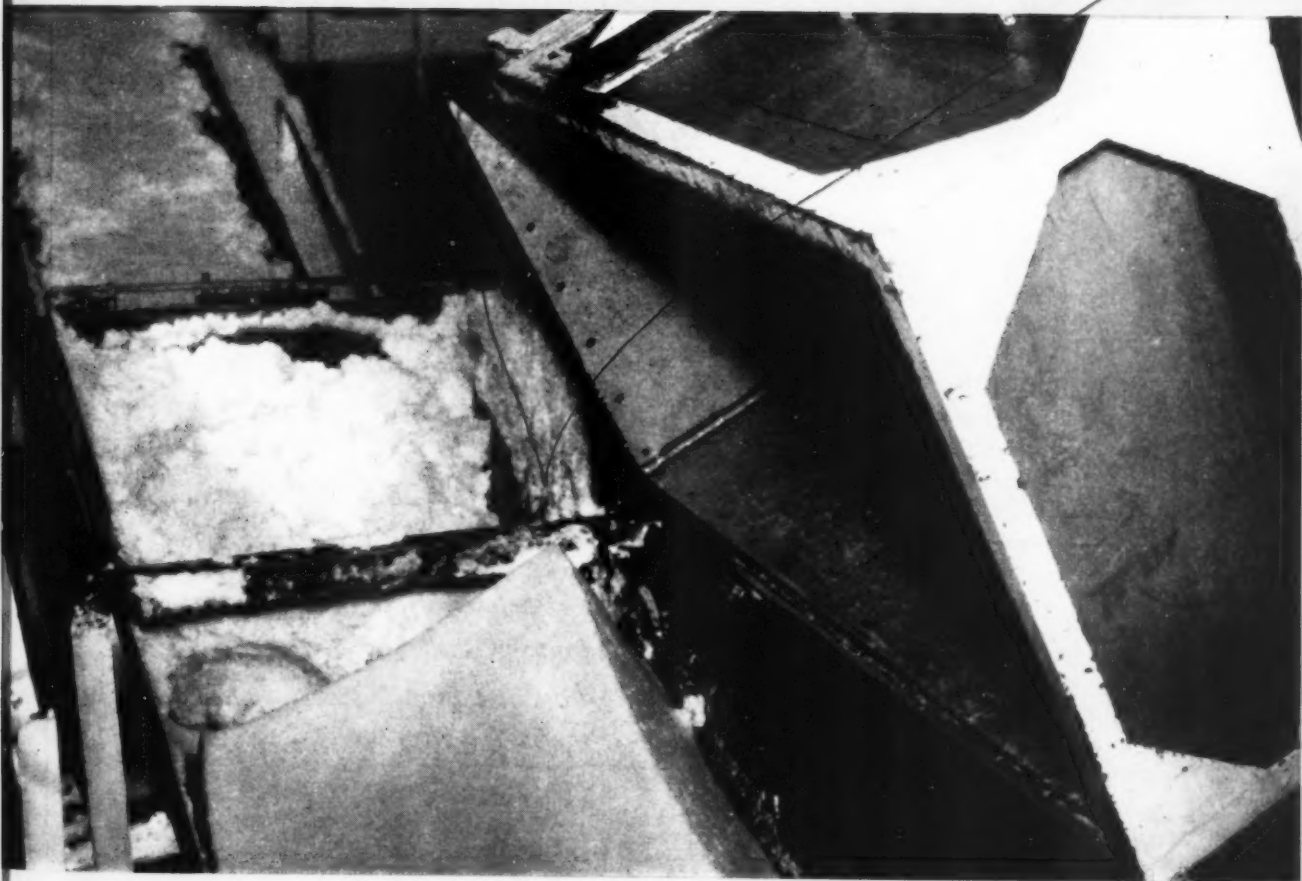
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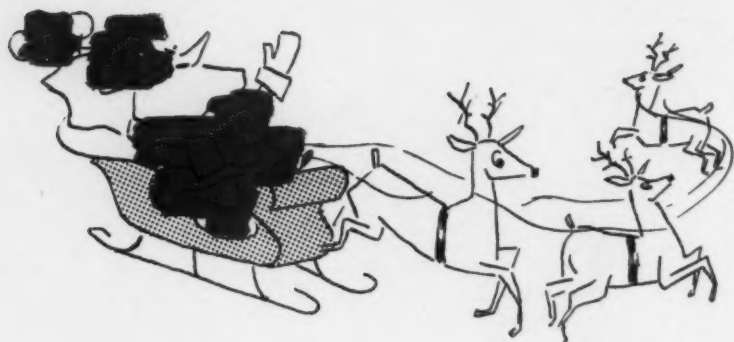
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**NOVEMBER  
1955**

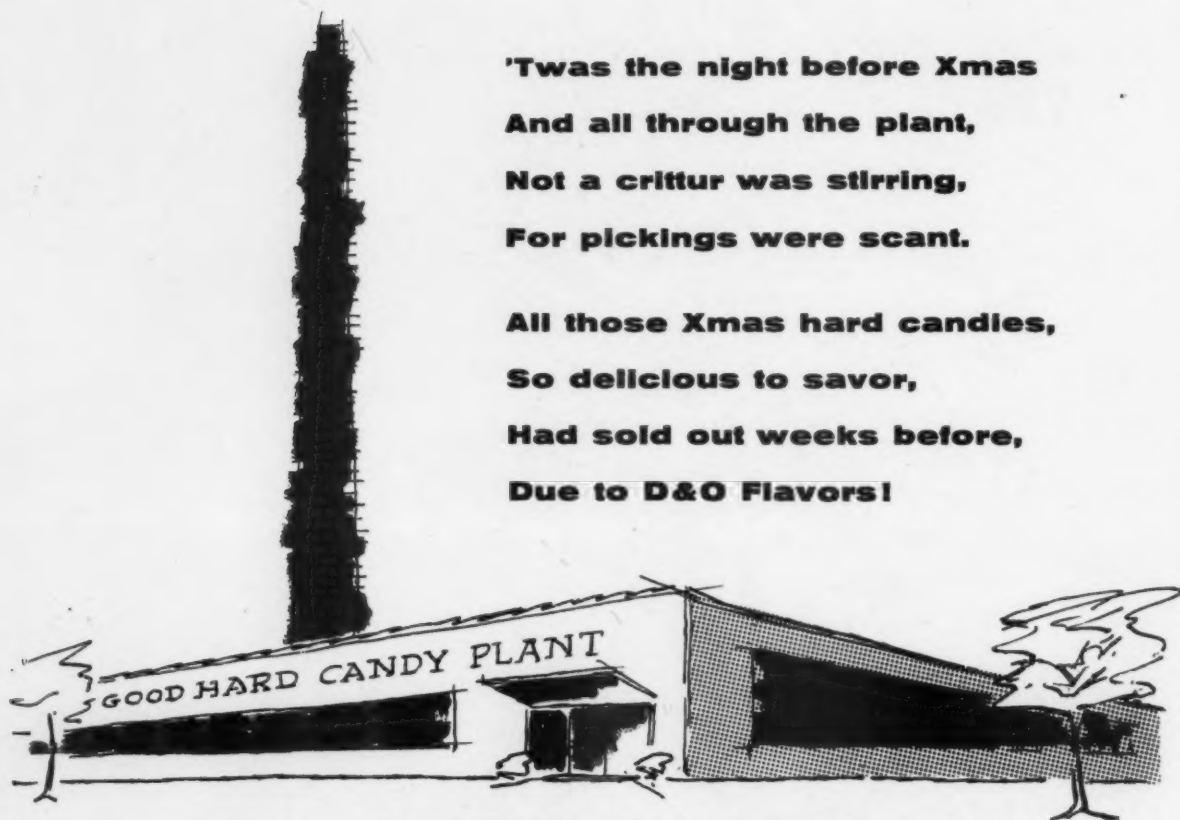
**What is the potential market for candy?**

**Curtiss finds a new release agent.**



**'Twas the night before Xmas  
And all through the plant,  
Not a crittur was stirring,  
For pickings were scant.**

**All those Xmas hard candies,  
So delicious to savor,  
Had sold out weeks before,  
Due to D&O Flavors!**



*Anise, Sweet Birch, Wintergreen, Cassia, Clove,  
Orange, Lemon, Lime, Peppermint, Sassafras, Spearmint  
... natural and imitation oils and flavors. Yours now  
for a Flavorful, Profitable Christmas!*

*Essentially for You*



*Our 157th Year of Service*

**DODGE & OLCOTT, INC.**

**180 Varick Street, New York 14, N. Y.**

**Sales Offices in Principal Cities**

Better Coloring  
with

BETTER  
COLORS



*Parakeet*

TRADE MARK

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**CERTIFIED FOOD COLORS**

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterling's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

WRITE TODAY for new booklet  
giving information on Sterwin's  
complete line of Food Colors.



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creators · designers  
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of flexible packaging

*there is a Daniels product to fit your needs*

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CTIONER



November 4, 1955

# Candy Business

Rumor has it that Peter Paul is planning a new factory in Frankfort, Indiana. It will be the first plant for that firm in the midwest. They are now located in the East, (Conn. & Pa.) the South (Texas) and West (Calif). A companion report that Mars is also planning a new factory, seems to be all wet.

Wallace Shape has joined **King Cole Candies, Inc.**, of Chicago. He was previously with **Lion Speciality**, before that general manager of his own candy firm, **Pure Candies**. He rose in the candy business in the sales department of **Reed Candy Company** where he was Vice President and Sales Manager.

**Quaker City Chocolate and Confectionery Company**, makers of "Good and Plenty", is launching the largest TV campaign in its history. Major markets covered are **Baltimore, Boston, Buffalo, Chicago, Detroit, New York City, Philadelphia, Pittsburgh and Los Angeles**. "Ramar of the Jungle" is the show, third largest in rating for combined child and adult audience.

**R. H. Hardesty Candy Company** has been licensed to use **Wild Bill Hickok** as a trade name. This label will be used initially for a bag of pops, with a premium offer. This firm is in the process of building an addition to their plant.

**Spangler Candy Company** has, for the first time, expanded distribution to the west coast. **Brooks Brokerage** has been appointed reps for the state of California.

**Cocilana, Inc.** has been bought by **Gold Medal Candy Corp.**, both of Brooklyn. The addition of the Cocilana cough drops (M.D. brand) and hard candies (Dunhill brand) to the already extensive line of Gold Medal makes that firm one of the largest hard candy operations in the East. Present officers of Gold Medal will preside with **Hy Becker** as Executive Vice President and **Tico Bonomo** as Secretary.

**Laura Secord Candy Shops** will open its first western shop in Winnipeg in November, its 117th shop. The firm has two factories, in Toronto and Montreal.

**John W. Hannon** has been appointed office manager of **Williamson Candy Company**. Mr. Hannon will continue as Controller.

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**Dr. W. E. Kimbell**, Vice President and Director of **Kimbell Candy Company**, died on October 6th. Dr. Kimbell, a brother of **Frank J. Kimbell**, chairman of the board, had been associated with the firm since the early 20's.

**"Ted" Eddington**, well known candymaker, died on August 31st. Ted had been Candy Technologist for **Clinton Foods** for some years. He came from a candy family, his late father being superintendent of **DeMets** of Chicago for many years. His brother, **George**, is with **Armour & Co.**

**George Weston, Ltd.**, Canada, expects net sales of \$750 million in '55. This firm, founded as a candy and baked goods manufacturer and still active in those fields, is one of the leaders in the food industry in North America. **Loblaw, Inc.**, American food chain is controlled by the firm.

**National Food Brokers Association Membership Directory** has been published, listing members by territory, trade called on and products handled. Free to manufacturers! Request on your letterhead to NFBA, 827 Munsey Building, Wash. 4, D.C.

The Department of Commerce reports that **1955 sales** of confectionery products in the first eight months were **equal** to sales in the corresponding period last year. Package goods retailing at from 50¢ to \$1 were **up 10%**, while bulk and penny goods were **down 5%**.

The **Western Candy Conference** is rolling with the appointment of **L. S. Hougland** Regional Chairman for the Bay Area, **Jack Sweet** for the Rocky Mountain Area, **Lester Bettles** for the Northern Coast and **Hugh Ward** of Bishop for the Southern Area. **Neal Diller** is General Chairman of the Conference, March 1-2, Sheraton-Palace Hotel, San Francisco.

**Janice Nelson**, "girl Friday" of the **National Confectioner's Association** office left there November 1st. Reason, matrimony.

#### IN THIS ISSUE

##### **What is the Potential Market for Candy?**

This article discusses the importance of finding out just what can be gained by an industry cooperative promotion, and how this might be done. Must reading for anyone with a stake in the Candy business.

##### **Curtiss Finds a New Release Agent for Candy.**

If you have trouble with candy sticking to metal equipment, read how Curtiss solved their trouble.

##### **How Cordial Cherries are made at Robert A. Johnston.**

The manufacturing of this item for the wholesale trade is a highly mechanized operation, requiring high volume. An interesting photo tour of the Johnston plant.

##### **New Production line for Pecan Crunch Bars.**

Loft Candy Corp. revised their procedure to make their bars more efficiently and more uniform.

##### **Candymaking on Display.**

Marshall Field & Co. put on a display of candymaking in their candy department that proved to be a most successful promotion.



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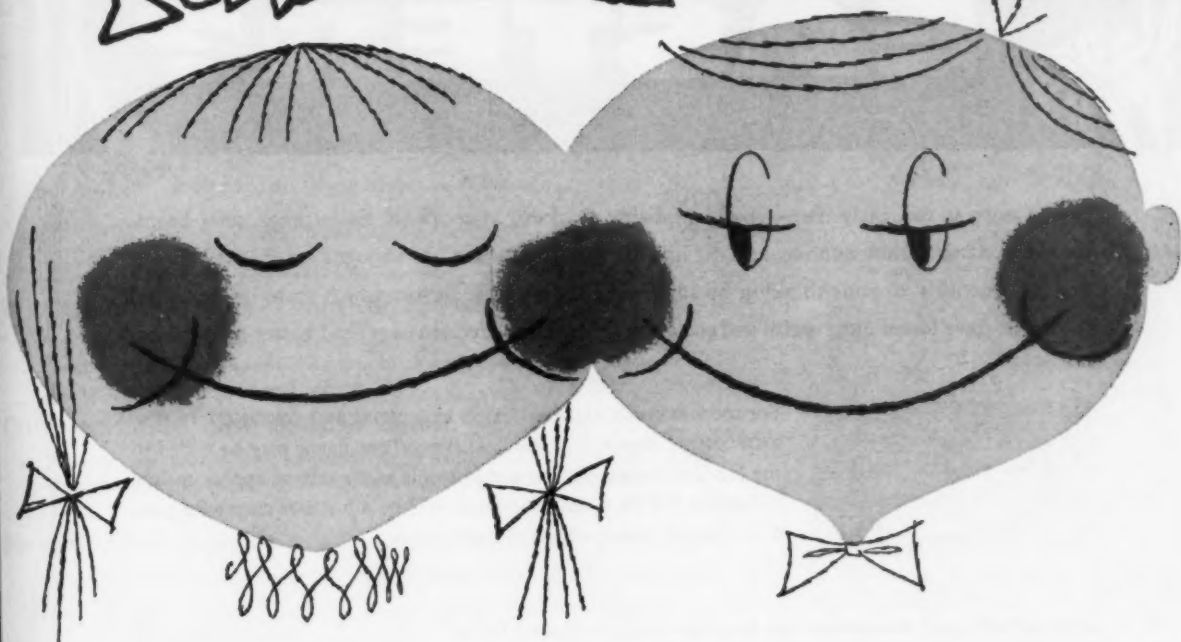
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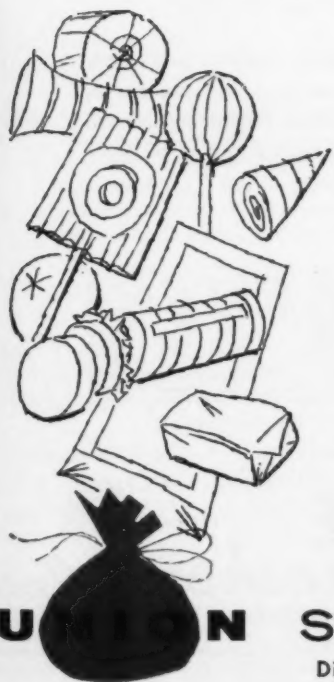
ONER



# Taste and Texture



for SWEETS THAT SELL!



## UNION CORN SYRUP UNMIXED

"Mmmm . . . it's good!" *That's* the reaction that tells you the *taste* and *texture* of any confection is top-flight. And, with Union Corn Syrup Unmixed you can help your formulae attain that all-important compliment.

Yes, Union gets results—SALES results—and its quality, dependability, and ease of application make it a team-mate of outstanding value.

If you have a technical problem—or, if you'd simply like to investigate Union's potentialities, a call to our Service department will bring the whole story. Of course, there is no obligation.

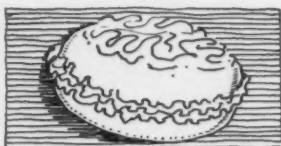


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COLUMBUS, INDIANA

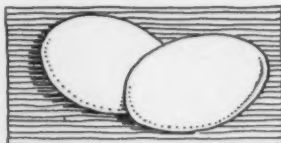
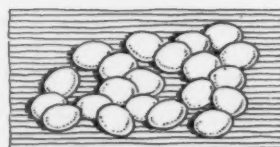
# Thinking of EASTER?

If you are—at this early date—you're probably thinking in terms of Easter eggs, jelly beans, moulded marshmallow bunnies, and the like. In that connection, we thought we might contribute constructively to your thinking by suggesting some of the flavors which many of our good customers have found most useful and economical for the production of typical Easter confections.



For coconut cream-centered Easter eggs **FRITZBRO COCONUT IMITATION NO. 1 SPECIAL** is ideal. This excellent flavor may be added to the fondant during the creaming process at the rate of approximately 1½ oz. to 100 lb. batch. The result will be a luscious center for your fancy coated creamy-centered Easter eggs.

Colorful jelly bean assortments can be made doubly attractive by use of the correct flavorings. The following—**ANISE, CASSIA, LEMON, LIME, ORANGE, RASPBERRY** and **WILD CHERRY**—have been developed by us especially for this type of goods. Easy to handle, they may be added directly to the panning syrup in the amount of 1 oz. per 100 lb. batch of jelly beans.



For flavored fondants, the use of our **FRITZBRO AROMES IMITATION** is especially recommended. These flavors are high in concentration and natural fruit content and are very economical. Depending upon the manufacturer's taste preference, we suggest from 1 to 2 oz. of flavor per 100 lb. batch of fondant.

For low cost moulded marshmallow goods—chicks, bunnies, etc.—we offer two flavors that have proven outstandingly popular—**EKOMO VANILLA IMITATION** and **EKOMO BANANA IMITATION**. These, too, are very economical. We recommend ¾ to 1 oz. of flavor to a 100 lb. batch.



Samples of any or all of these flavors may be obtained by addressing a request on your firm letterhead.



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**Brothers, Inc.**

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# The Manufacturing Confectioner

with INTERNATIONAL CONFECTIONER

Vol. XXXV

No. 11

November 1955

Edited and Published in Chicago

The Candy Manufacturing Center of the World



## The Sweet and The Sour

### What is the potential market for candy?

The problem of finding the potential size of the market for candy is receiving critical thought, because that knowledge may prove to be the key to industry cooperation. . . . . S. E. Allured 17

### Curtiss finds a new release agent.

The age-old problem of keeping candy from sticking to metal equipment has been solved by Curtiss in a very satisfactory manner. . . . . S. E. Allured 23

### How Cordial cherries are made at Robert A. Johnston.

This very popular piece can be made profitably for the wholesale trade only in large volume in highly mechanized factories like Johnston's. . . 27

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A mail box sells candy. . . . . 47

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**COVER:** While the cover picture may seem a bit obscure at first glance, it very nicely illustrates one of our articles. The picture was taken less than a minute after 600 pounds of coconut candy fell from the overhead tray. The significance is that the candy fell out clean, without sticking. Read about how Curtiss Candy Company uses a new release agent that has been very effective, for them, on page 23.

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**T**he lead article in this issue was developed as a result of the interest and comment created by the lead article in our August issue. That article described in some detail the theory and practice of motivational research, and followed with the results of a pilot study made on candy.

The article in this issue, "What is the Potential Market for Candy," points out the practical value of the results of motivational research, and how it might be the key to cooperation in this industry.

The major, though seldom mentioned, reason for the difficulty in enlisting a majority of this industry in cooperative effort that requires financial support, is, in our opinion, the prevailing view of the marketing situation we face. We doubt that there is much complete conviction in the industry that a large increase in total industry volume is possible with a reasonable expenditure in promotion money. If there were, there would be little trouble in organizing a well supported campaign.

The challenge facing the industry is to find *conclusive proof* that the total market for candy can be expanded, and what expense is required per unit of increase.

Read the article "What is the Potential Market for Candy" beginning on page 17, and let us know your reaction to it.

SEA

1871  
Inc.  
1, N. Y.

Cincinnati,  
California.

# doodlings

—by tom sullivan

THE RUMOR MILL has it that a publishing house of size—not exactly alien to the field—is looking with interest at one of the candy mags.

NOT UNRELATED to the foregoing is the contention that almost any man worth his salt need never have fear of nepotism.

JUST ABOUT the smartest fellow round and about is Ano Nymous. 'Tis he who said:

"Seeing ourselves as others see us wouldn't help much . . . We wouldn't believe it!"

WEDDING BELLS still ringing . . . More candy firms "altar-bound."

It seems, nevertheless, that what the industry loses in numbers it more than makes up in other respects.

FROM LORD BYRON:

*Seek roses in December, ice in June;  
Hope constancy in the wind, or corn in the chaff;  
Believe a woman or an epitaph,  
Or any other thing that's false, before  
You trust in critics.*

MIGHT BYRON have been all wet after swimming the Hellespont when he unburdened himself of this:

*But words are things, and a small drop of ink,  
Falling like dew upon a thought, produces  
That which makes thousands, perhaps millions, think.*

IT LOOKS as though the industry's long contemplated cooperative advertising and publicity campaign is showing real signs of getting off the ground.

We like the complexion of the committee as thus far revealed.

SIDNEY SMITH considered it a sign of old age to extoll the past at the expense of the present. Yet isn't it old age that usually has to bear the expense? If you doubt that just ask the father of the bride.

TO THE DOCTOR who, in John Steinbeck's "Cannery Row," ran the Western Biological Laboratory, it always seemed strange that "the things we admire in men, kindness and generosity, openness, honesty, understanding and feeling are the concomitants of failure in our system." And that—

"Those traits we detest, sharpness, greed, acquisitiveness, meanness, egotism and self-interest are the traits of success."

Do you go along with that notion?

Neither do we when we think of such men as Herman Heide, Vic Gies, the Clark brothers, the Schnerner boys,



the Welchs, George Williamson and many others up front in candy business who we'd mention if the list did not use up our allotted space.

MET A FELLOW recently who jested: "For twenty years we'd been trying to get you out of candy business."

If there's a true word in that one, it has been exaggerated by about ten years. And for six of that ten there was some wonderful inside help.

YOU CAN'T FIND too much fault with the fellow who does the best he knows how. Yet many a man has gone to jail for doing the how he knows best.

WHAT JOSEPH BILLINGS maintained is still true: "Taint the things we don't know what makes us ignorant, it's the things we know that ain't so."

More than one candyman has averred that he could spend all his time trying to correct misinformation in and about the business and its people without ever making a very noticeable dent in the supply.

THE ONE AND only Hans Dresel writes:

"I saw with great interest your 'doodlings' which I always read first because it shows me that Tom Sullivan is still in there pitching and throwing around the diamonds.

"You say that some time ago you mentioned to me that joint meetings of technologists and salesmen should be called. I am happy to announce that you are late. Quite a while ago I took your advice. In November the Philadelphia Salesmen's Club of which I am a member for the last 20 years, is having a speaker, John Vassos, chief chemist, S. F. Whitman & Sons who will talk about the quality of chocolate.

"I have suggested that technical meetings should be held with candy salesmen once or twice a year in order that the salesmen can get a better idea of *quality in candy*. My suggestion was received with *great enthusiasm* by those present and I think we will now have such meetings regularly.

"The next meeting of the group at which John Vassos will speak is scheduled for November 21 at 2601 Parkway Restaurant. If you are in or near Philadelphia, we hope you'll come around.

"In January of this year the local group of the AACT, in cooperation with other local groups, held a Quality Control meeting here (Philadelphia). At that time we invited all buyers of candy and chocolate from chain and specialty stores. Our attendance at that time was very large. The speakers were from Sears, Roebuck candy department. The topic was well received. I think by this meeting we definitely gave service to the industry.

"I tell you all this because I want to show you that we too are still in there pitching, as is Tom Sullivan."

No flies on Hans, are there?

# DURKEE'S PARAMOUNT

**Provide  
greater  
stability**

**Maintain  
top  
quality**

- Have excellent eating qualities
- Retain their high gloss longer
- Offer increased protection against fat bloom and grayness

You owe it to yourself to investigate the advantages of coatings made with Durkee's Paramount. Available in varying degrees of hardness, Durkee's Paramount produces coatings which will meet the full range of coating requirements for all seasons of use.

Producers across the country have joined an industry-wide switch to coatings made with Durkee's Paramount—for top performance and real economy. Maintain top quality by switching to coatings made with Durkee's Paramount.

Ask your regular coating supplier for more information about coatings made with Durkee's Paramount. Durkee's trained specialists will be glad to assist you with your coating problems.

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DURKEE FAMOUS FOODS • CHICAGO 47, ILLINOIS; ELMHURST, NEW YORK; LOUISVILLE, KENTUCKY; MACON, GEORGIA; BERKELEY, CALIFORNIA

for November, 1955

Page 11

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Domino**

is helping FOOD PROCESSORS move more sugar-containing foods and beverages into the homes of diet-conscious consumers because...



**Only  
Domino**

is telling all America about *low-calorie, high-energy* Domino Sugars!

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18 calories  
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Now in its third year, Domino's hard-hitting consumer advertising campaign features full-page, full-color ads in LIFE Magazine plus large ads in more than 300 leading local newspapers. All ads stress the theme: "It's smart to stay slim and trim and get Domino's 'Energy Lift' too!"

New REDUCING DIET MENU BOOKLET, telling the safe, sure way to lose weight without losing pep or giving up sugar, is offered FREE in every Domino ad. It's Domino's effort to put sugar—and sugar-containing foods and beverages—back in reducing diets, *where they belong!*



**Domino** offers you every type of sugar... and expert advice on how to use it!



You can save yourself time and money by calling or writing us for all your sugar requirements. We can supply you with all types and grades of pure cane sugar, both dry and liquid. In addition, our staff of specialists will be glad to

give you competent, confidential advice on the use of Domino Sugar in any process, formula or recipe you now are using or may be contemplating. There's no cost or obligation for this service. Contact us for complete details.

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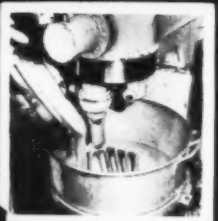
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sure way  
to  
quality...**

**USE**



**BEST FOODS OILS**

You're always sure to arrive at quality in caramels and kisses, taffy, nougats and other "chewy" candies when you use Best Foods vegetable oils.

Leading manufacturers favor:

**FILBISK**—a hydrogenated coconut oil with a 110-degree melting point.

**S-70-XX HARD BUTTER**—exclusive, patented, pure white, neutral tasting, homogeneous oils that cannot separate; uniform in quality, with sharper melting point than ordinary hard butters; available with any of several melting points.

Any Best Foods vegetable oil can serve you better, and the Best Foods Laboratories will be glad to show you how. Take the fastest and best way out of your production dilemmas . . . call on Best Foods today.

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BEST FOODS  
INC.**

**YOU DO BETTER WITH BEST FOODS**

**NEW YORK • CHICAGO • DALLAS • SAN FRANCISCO**



# HOOT MON!



## BUTTER SCOTCH FLAVOR

BY  *Tastes Like a Million . . .*

Sells the same way, too! Yes, sir, I'm blowing my bagpipes to the tune of the new P & S IMITATION BUTTERSCOTCH. It's so real and "scotchy", it's just like the OLD-FASHIONED KIND mother used to make!

Write now, for a free sample of this delicious flavor.



INCORPORATED

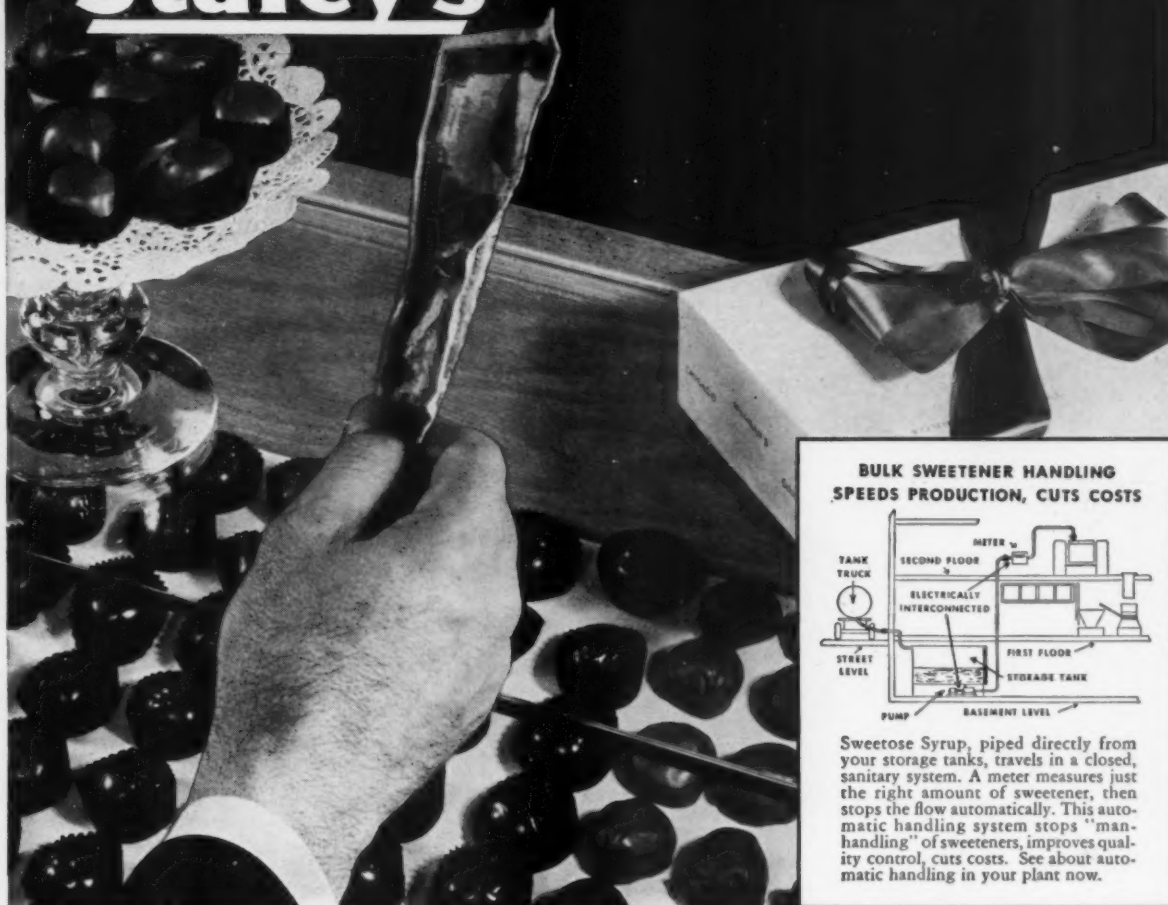
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Plants: Teterboro & Guttenberg, N. J.; Culver City, Calif.; New York, N. Y.

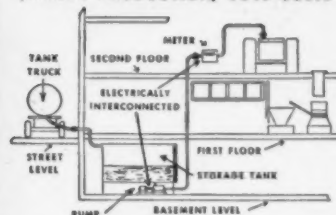


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BETTER PRODUCTS FOR BETTER CANDY



## BULK SWEETENER HANDLING SPEEDS PRODUCTION, CUTS COSTS



Sweetose Syrup, piped directly from your storage tanks, travels in a closed, sanitary system. A meter measures just the right amount of sweetener, then stops the flow automatically. This automatic handling system stops "man-handling" of sweeteners, improves quality control, cuts costs. See about automatic handling in your plant now.

## They'll buy more of your candy when you make it with Sweetose

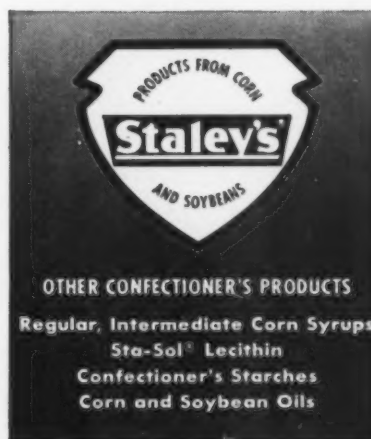
*Staley's Sweetose syrup makes better tasting, better looking candy that stays fresh longer.*

Nothing builds a confectioner's profits faster than the *real sales features* of candy made with Sweetose, Staley's enzyme-converted corn syrup. Sweetose, high in sugar, low in dextrin content, is specially refined to add the qualities you desire to your candies . . . better taste, better appearance, better texture, with just-right moisture retention for candy that really *stays* tender and fresh. Light-bodied Sweetose is easier to handle, cooks quickly, and whips up faster and lighter. Yet with all these advantages, Sweetose is economical to use. See your Staley representative now, or write us direct for more information.

# Sweetose®

SYRUP

A. E. Staley Manufacturing Company, Decatur, Illinois





*Real Fruit Taste  
at Lowest Cost*

WITH

**ATLAS  
TRUBASE**

**IMITATION FRUIT FLAVORS**

With a major base in true fruit flavors fortified with expertly blended synthetics to insure lasting taste and aroma, the TRUBASE line gives candy, especially fondants and fillers, real fruit taste—at lowest cost.

The name of H. Kohnstamm has been a highly trusted one for 101 years. We maintain one of the largest research laboratories in the extract field. You are invited to consult our research chemists and technical staff in the development of any flavor needed to meet your specific requirements.



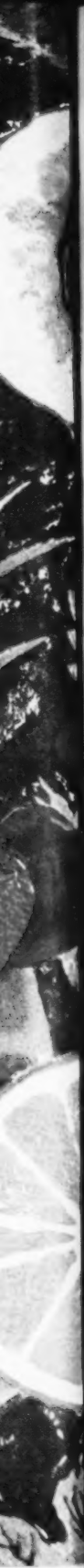
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ESTABLISHED 1851

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The problem of finding the potential size of the market for candy is receiving critical thought, not out of curiosity but because that knowledge may prove to be the key to industry cooperation. This article explores this problem and suggests some means for its solution.

## What is the potential market for candy?

by STANLEY E. ALLURED, *editor*

**T**he question, "what is the potential market for candy" has been bandied about in conversation for many years, though not to my knowledge discussed formerly in open meeting or convention.

One reaction among professional candy men is that it is rather inelastic, with very little opportunity to substantially increase per capita consumption. The only real way that these men can see for increasing industry output is to wait for the population to increase, and with the effort made to maintain per capita use, production could increase in direct proportion to the increase in population.

There are, however, others who stubbornly insist that the limit of per capita consumption is substantially above that now enjoyed by the industry. They can point to other countries with higher per capita consumption figures, and the fact that in this country per capita consumption would have to climb over twenty percent to reach its all time high of several years ago.

There are still others who frankly state that they do not know, but wish fervently that they did.

While the *amount* of the potential market for candy is debated at great length and differing degrees of optimism and pessimism, its *importance* is agreed to unanimously.

If the view is true that per capita consumption is inelastic, and that the only avenue for an increase in candy consumption is through an increase in population, then there is little or no value in working toward a cooperative promotion program by the industry. However, if it can be proved that there is a large, unexploited market for candy and that per capita consumption can be raised substantially, there would be little difficulty in getting wide industry support for a cooperative promotion. This subject is particularly pertinent now since the National Confectioner's Association has set up another committee to study the problem and present recommendations to the board of directors.

In this connection let us look at some of the facts of past cooperative effort among candy manufacturers along this line. Early efforts toward cooperative consumer promotion took place during the late 1920's.





***now . . . add the magic selling***  
***name of . . . Saran Wrap***  
***to every product you package!***



## **Saran Film to be called Saran Wrap in Dow move to help sell your products faster!**

Here's the packaging news of the year! Saran Film, the dependable transparent packaging famous for "added protection," now becomes Saran Wrap! Think what this means to you! Saran Wrap is already the third largest-selling home food wrap in America. Booming along on the crest of a tremendous national advertising program, it has become a byword in millions of kitchens across the country.

And now this famous name can be yours! When you put the new Saran Wrap seal of quality you see here right on *your package*, you have assured yourself and your customers of the very highest, finest protection.

This new symbol will provide the housewife with a quick,

effective way to identify the film used on your commercial packages with her household rolls of Saran Wrap which she so highly favors.

In addition to Saran Wrap's strong consumer advertising program, including radio, TV, and magazines, this magic name is kept constantly before your customers, resulting in a tremendous growth in sales. You can cash in on this trade and consumer acceptance by packaging your product in strong, moisture-proof Saran Wrap, and marking it with the new seal . . . "Saran Wrap . . . added protection"!

Saran Wrap\* is a product of THE DOW CHEMICAL COMPANY, Midland, Michigan.

\*Trademark



These efforts fell with the stock market and were revived only under the great stress that the industry felt during the tight rationing days of the early 1940's. The binding element during those days was the common problem of surmounting official opinion of the lack of necessity of the candy industry to the war effort. It is interesting to note one particular factor of that period. The question of competitive selling had disappeared. Each factory could sell the limit of its production without effort, the limiting factor being the availability of raw materials. Now, however, that picture has changed radically, the limiting factor in sales of any particular plant is considered largely one of competitive pricing. It has been very obvious that the cohesive force of common trouble is greatly weakened, if not destroyed completely, by this common view of competition.

The real requirement for industry cooperation, then, is not to continue to harp upon the common trouble, but to work toward a change in the common view of the marketing picture in this industry. If it could be unequivocally shown that the limiting factor to candy consumption is inter-industry competition, rather than intra-industry competition, the natural cohesion of common trouble would provide the necessary binder for cooperative effort among candy manufacturers without the great jealousy shown in past efforts along that line. On the other hand, if the view of industry as a whole remains that increased volume for any candy company must come from its competition, no industry cooperative promotion to increase the total market can ever succeed on any satisfactory or permanent basis.

The problem then can be resolved into the following two questions. Is there, among the leaders of the industry, enough support for the view that candy consumption is expandable to allow them to plan cooperatively on that basis? Then, how can this small, but potent, group prove to the industry as a whole that their view is correct, and that it would pay each and every firm in every segment of this industry to financially back an effort to convert dollars into increased candy consumption, and profits?

The first point can only be speculated upon. There is a fair amount of evidence on each side. Much verbiage has been expended on the subject, declaiming the unlimited potential of candy sales and the necessity of the industry working toward realizing this goal. A case in point is the slogan adapted for the last convention, "Let's have some gumption and increase candy consumption". However, the results of that convention indicate that either this industry is singularly lacking in gumption, or that some other factor is needed to reach that elusive goal. Actually, the unspoken but evident view seems to be that this goal is very desirable, but how can it be attained without the expenditure of funds for its attainment. This point of view again underlines the basic doubt about the potential market for candy.

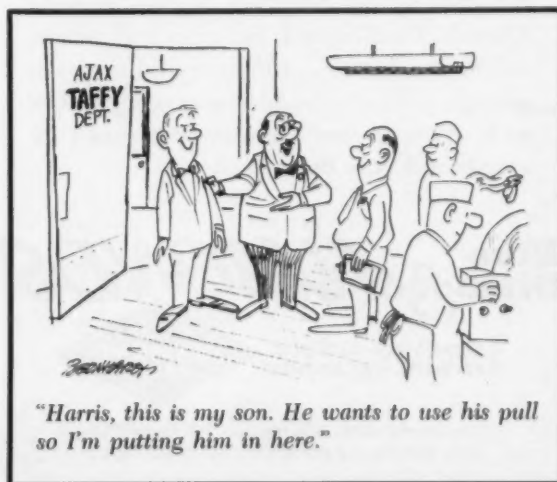
The second question is subject to a more detailed answer. However, as with most problems of scientific marketing, we must leave the confectionery industry to find the answer. Very strong clues toward the

problem of potential candy consumption can come from research. Motivational research is not brand new to marketing strategies, though its application is still far from universal in marketing plans. Its usefulness, however, cannot be questioned, especially in the condition in which this industry finds itself. There is a definite feeling that the publicity gained by those who promote the fear of calories and the harmful effects of candy to the teeth has hurt the consumption of candy. However, there is neither unanimity of opinion as to the amount of damage this has caused the industry, nor the method best able to counter its effects. There is also very little knowledge as to the real psychological facts of candy's appeal to people. It is well known, and widely stated, that "everyone likes candy". But the reasons for this like, and why some like it better than others, are all but unknown.

This, then, is suggested as the first step in determining the shape of the potential candy market. However, its usefulness is limited to the qualitative measurements. It will point out and define the areas where the candy's appeal is strong, why the universal liking for candy is so evident, how and in what manner the attacks of fadists have hurt consumption, and other vital information of that nature. However, it cannot spell out in pounds, dollars or percentage points the potential market for candy. This quantitative measurement must be done with another technique of the marketing specialist.

The test market technique, widely used by many industries in various marketing situations, would provide a very convincing answer to the quantitative problem of determining the crucial fact, what increase in candy consumption can be expected with the expenditure of a specific amount of promotion money. This type of technique has been raised to a very high level of accuracy and dependability by its consistent use and study by marketing specialists and advertising agencies. Some of the steps taken in such a study are given below.

1. The first step is to set up a national plan that is to be tested. The basis for this plan would be the results of an extensive motivational research study of attitudes toward candy among the general popu-





Here's a new taste thrill with lots of sales appeal. These Almond Rum Patties have a distinctive flavor your customers will go for, time and time again. We'll be happy to send this new formula . . . write for it today.

And, if you're not using them already, discover the quality and economy of Blue Diamond Almonds. Double-sorted, free from dust, bitters, and foreign particles, with controlled minimum moisture content — they minimize your handling costs. Write on your company letterhead for samples and price details.

**Blue Diamond** *ALMONDS*

CALIFORNIA ALMOND  
GROWERS EXCHANGE



Sacramento, Calif. Sales Offices: 100 Hudson St.,  
New York 13, and 549 W. Randolph St., Chicago 6

lation, with due regard to various income, educational, age, etc., levels. It would be composed by the best marketing brains available both from within and without this industry. This plan would spell out in reasonable detail, the media that will be used, the relative weights of each media, the timing, and what this national plan would cost.

2. A number (usually 3 to 6) of typical medium sized test markets are then selected. It is in these markets that the test campaign will be conducted. In addition, two "control" markets are selected in which there will be no unusual promotional activity. These two "control" markets serve as the standards against which the results in the test markets will be measured.

3. Media purchases are then planned for the test markets so that the national plan will be simulated in each market. Thus, in each of the test markets, the same percentage of the population (coverage) will be reached the same number of times (impressions) as would be reached if the national plan were being put into effect.

4. For a period of several weeks before the test campaign is started, continuing through the testing period, and for a period of several weeks or several months past the conclusion of the test campaign, product sales in all the test and control markets are audited. This is done by one of the organizations regularly retained for such activities. Candy sales to consumers through all types of outlets will be measured in a representative number of stores.

When the audit sales data is obtained, direct comparisons can be made between the results in the test markets and the results in the control markets. This provides the basic information upon which the effectiveness of the campaign would then be evaluated.

5. In addition to the actual analysis of sales differences, it is usual to conduct "before and after" surveys in the test markets. These surveys give added indications of the effectiveness of the advertising campaign by showing what the attitudes were prior to the advertising and then showing how the attitudes changed during the campaign.

If it is desired to test more than one concept, or alternative advertising weights, or media combinations, this can be done by increasing the number of test markets.

The technique of test market research to determine budget amounts and effectiveness yardsticks is practically a science, and its accuracy along these lines is no longer questioned as long as the preliminary work has been done carefully and in accordance with tested and proven procedures.

Here, then, is a possible avenue of approach for the newly constituted committee of the National Confectioner's Association in their investigation of the feasibility of industry-wide cooperative promotion. First, a motivational research study to determine the shape of the potential candy market, followed by a test market survey to determine its size. From that point on, the direction to be taken by the industry should be clear, with cooperative effort much easier to achieve and sustain.

*The end*

November, 1955

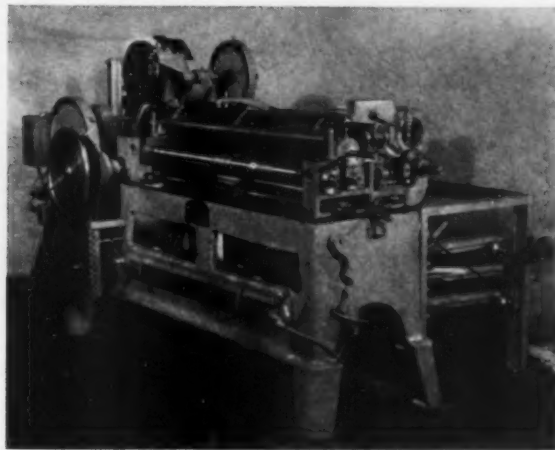
# *Candy Equipment*

## P R E V I E W



HOHBERGER'S FINEST—

## THE AUTOMATIC BALL MACHINE



There is no hard candy former as productive as the Hohberger Automatic Ball Machine. Only one operator required to produce up to 1200 lbs. an hour.

**The latest models offer:**

Electrically-heated sizers.  
Perfect cut-offs.  
Triple oscillating cooling conveyors.  
Floor Space—8' x 5'  
Motor—3 H.P.

**You can produce—**

Balls:—clear, pulled or honey-combed filled; from 9/16th to 1½" diameter.  
Sunbeam Starlights:—Stripes brought down to center—without expensive inlay.  
Root Beer Barrels, and any other shapes.

Special note: Of 4 units in process, one is still available for this year's delivery.

## HOHBERGER MANUFACTURING COMPANY

Pioneers in Continuous Production Equipment

representative:

# *John Sheffman, Inc.*

152 West 42nd Street

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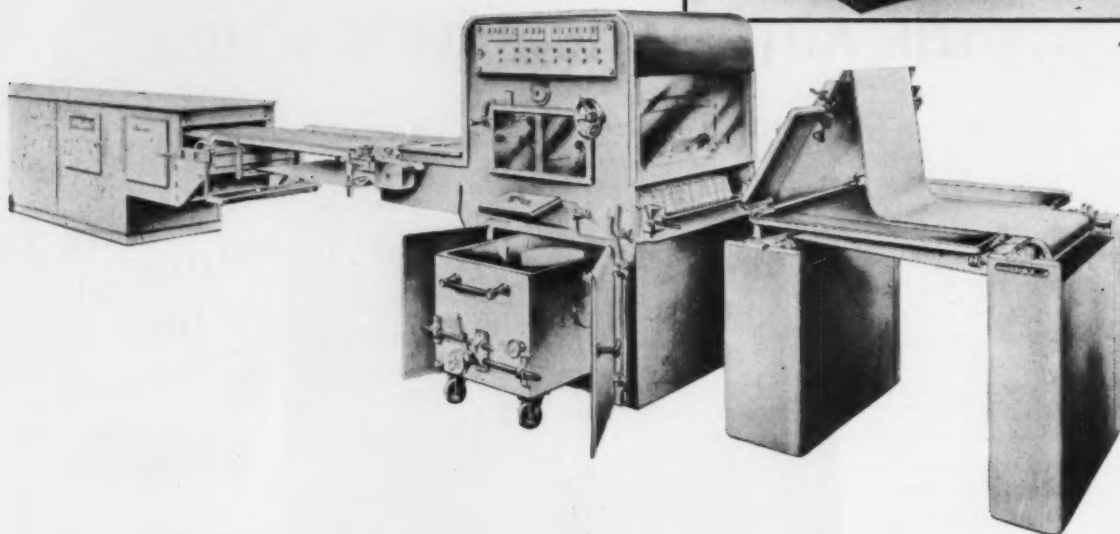
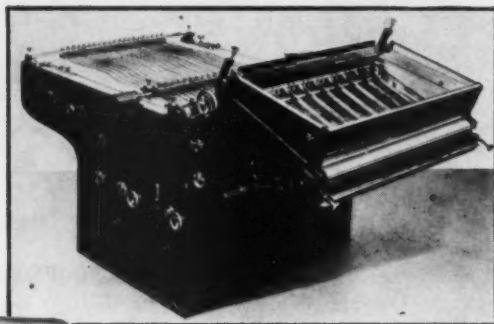
for November, 1955

Page 21



# IMPROVE CANDY PRODUCTION

*with*  
**"HELIOS" HIGH CAPACITY  
CHOCOLATE ENROBER  
AND AUTOMATIC FEED UNIT**



**T**he Helios Enrober is a high capacity chocolate coating machine. With the Automatic Feed Unit it comprises a labor-saving combination of considerable magnitude. Resulting output volume and improvement in quality offer opportunities for substantial increases in profit.

The Automatic Feed Unit is especially noteworthy in this set-up. In operation the centers are placed into the intake hopper, where an endless belt moves them through chutes to the distribution rods. From the distribution rods they are set up in rows and placed on the feed belt in such a manner that each center is automatically set on its bottom, thus eliminating the labor formerly required to perform this function by hand.

Only one operator is required for this unit. Centers of all shapes and sizes may be run on the Feeder by virtue of two variable drives; one each for the transport belt, and the distribution rods.

The Automatic Feed Unit may be used in combination with all enrobers.

*Send for additional information.*



## **J. M. LEHMANN COMPANY, Inc.**

MAIN OFFICE AND FACTORY: 546 NEW YORK AVE., LYNDBURST, N. J.

THE MANUFACTURING CONFECTIONER



**The age-old problem of keeping candy from sticking to metal equipment has been solved by Curtiss in a very satisfactory manner.**

## **Curtiss finds a new release agent for candy.**

by STANLEY E. ALLURED, *editor*

**C**urtiss Candy Company has found a material that solves a long standing production problem. In several of the candymaking processes candy must be placed in containers for from a few minutes to overnight before it is used to make the finished piece. The problem has been to get the candy out of these containers cleanly and easily.

A new material has been found, called Confectioners' Eez made by Stuart Hale Company of Chicago. It has been tested for several months and found to be entirely satisfactory for releasing candy from the usual style of pans and trays.

Fondant has been a particularly tough problem. In the Curtiss process of fudge making, the fondant is taken from the beaters in thirty pound batches in metal pans. These are scaled so that four pans will provide just the amount for one kettle of fudge. The fondant remains in these pans for at least twenty minutes, and sometimes for an hour or more. By the time they are ready for the kettle they have

*continued on page 24*



**FRAPPE** is being deposited from a Savage beater into pans. The correct amount from one kettle is placed into one pan. The pans are lubricated before each use.



A PAN OF FRAPPE is being dumped into a kettle. The frappe pulls away cleanly from all sides and bottom without shaking or loss of material. The pan is immediately ready for another application of lubricant and use.

set up quite hard. Prior to the use of the new release agent, the pans were emptied by knocking them out on the kettle rim. Even with a heavy reinforced rim, the kettles were damaged and the pans did not last very long. Besides, the noise of pans being knocked out drowned out all conversation in the area.

Now the pans are painted with the release agent just before they are filled with fondant. They can then be emptied by just turning them over. The



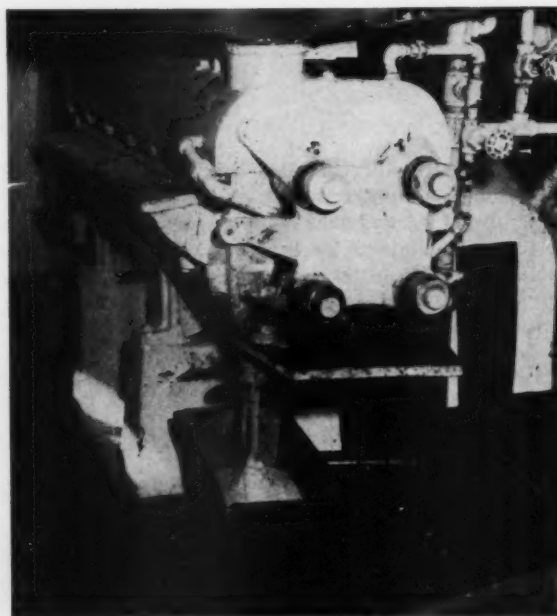
THIS RACK OF PANS is being lubricated prior to use for carrying fondant. It takes just a few seconds to lubricate each pan, and the operator of the fondant machine does this as he has time.

HANSELLA  
CONTINUOUS  
VACUUM COOKER

HANSELLA continuous vacuum cookers, continuous automatic dissolvers, and plastic and tablet plants including horizontal and vertical batch rollers, sizers and cooling conveyors are distributed in the United States and Canada only by the Vacuum-Racine organization.

**V R**

**VACUUM CANDY MACHINERY CO.**  
**RACINE CONFECTIONERS' MACHINERY CO.**  
15 PARK ROW, NEW YORK 38, N. Y.



THE FONDANT MACHINE deposits fondant into pans set on a roller conveyor. This is a very easy way to measure out specific quantities of fondant on a routine basis.

lease  
out  
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TIONER

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TEL

# The greatest advancement in case sealing history!

- Save valuable floor space
- Economical to operate
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*Only*  
**National Equipment's  
Case Sealers have  
these exclusive new features!**

- 1 New, exclusive, patented, fully-enclosed GLUE VALVE APPLICATORS.
- 2 Unique gravity glue feed. No pumps.
- 3 No glue rollers or glue pots to clean. Save time and labor.
- 4 Rapid adjustment to wide range of case sizes.
- 5 Automatically and simultaneously seals the top and bottom flaps, or the top flaps or bottom flaps only, without disturbing the contents of the case.
- 6 Flaps of carton are sealed square and close together.
- 7 Scaled sleeve adjustment on glue valve applicators for instantaneous change for different width of glue application.
- 8 Patented glue valves are adjustable to amount of stripes and also to position of stripes.

**SEAL OF  
APPROVAL**

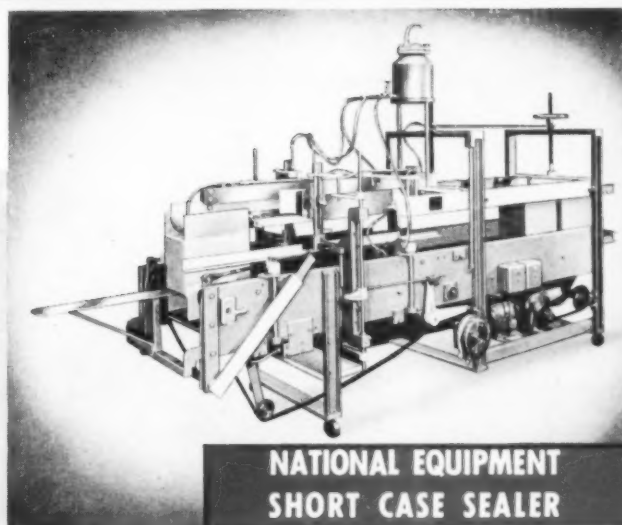
The following  
are some of the  
plants in which the  
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| • Casco            | • Sawyer Biscuit   |
| • General Foods    |                    |

**TELL US YOUR CASE SEALING REQUIREMENTS**

Send Us Samples Of Your Cartons  
Full Details Available On Request

*Prompt  
Deliveries*



**Model LC Short Case Sealer**

handles cases:

8" to 30" long

6" to 18" wide

4" to 18" high

**Model SC Short Case Sealer**

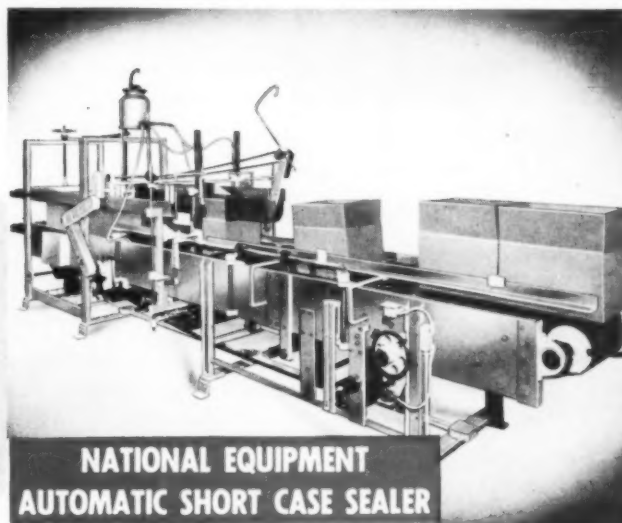
handles cases:

8" to 20" long

6" to 18" wide

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**OTHER SIZES AVAILABLE ON REQUEST**



**NATIONAL EQUIPMENT  
AUTOMATIC SHORT CASE SEALER**

**ADAPTED TO WIDE RANGE OF SIZES**

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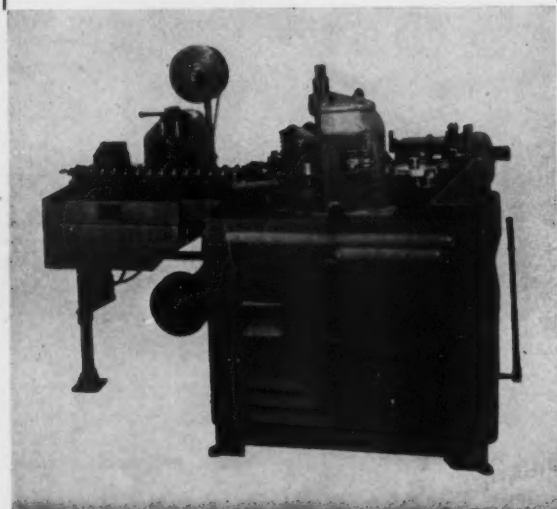
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Over 50 years of  
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## LATINI'S Proved PROFIT MAKER



### LATINI DIE POP MACHINE

#### *With Wrapping Attachment*

**200 formed and wrapped pops per minute.**

**Lowest labor cost operation—one operator does work of four people.**

**Wrapped pops go right through for cooling, then packing.**

**There is no handling, chipping, breakage, etc.**

**Die pop is free of fins—eliminating scrap.**

**Weight of pop is adjustable—WITHOUT change of dies.**

**Sandwich wrap saves up to 50% of other type wraps.**

**CHOCOLATE SPRAYING CO., INC.**

**Chicago, Illinois**

*Representative:*

***John Sheffman, Inc.***

**152 West 42nd Street**

**New York 36, N. Y.**

candy comes out clean and completely, and the pans are ready for another batch. Actually, these pans are used twice before the release agent has to be applied again.

Much the same procedure was used with frappe. It, too, would stick in pans and take time and effort to get out. However, this release agent works equally well with it. However, the pans must be treated each time they are used.

Another big headache was on coconut candy. The center for Curtiss coconut bars is made up and stored in large metal trays holding about 600 pounds. These are stored over night before being made up into bars.

It has always been a big job getting the coconut out of these trays. The procedure was to have three men get it out by shoveling, working just fast enough to keep up with the following machines. Besides being hard work, this method was not as sanitary as the management would have liked to have it.

When this new release agent proved so successful on other products at Curtiss, it was tried on the coconut trays. A rack and hoist was installed by the coconut machine so that the tray could be lifted and dumped over the extruder. Now just one man brings the trays by overhead track and conveyor to the lift and dumps the 600 pounds of coconut. The coconut comes out of the tray cleanly without residue.

The release agent is applied either with a soft paint brush or a clean rag. However, it could be sprayed on equally well.

This product has been a great help at the Curtiss plant by eliminating several troublesome production problems. In addition to the uses employed at Curtiss, there are undoubtedly many other places where it would prove valuable in candymaking. The problem of a nutritive and efficient slab dressing has been around for many years. Perhaps this product will finally eliminate the need for mineral oil, the traditional but undesirable slab oil that has been used because there was no satisfactory substitute.

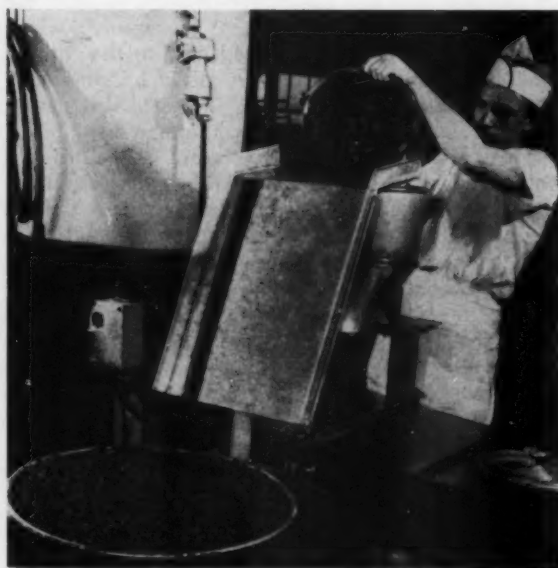
*The end*



**600 POUNDS OF COCONUT** in mid-air. The tray is lifted by electric hoist and dumps its load of coconut candy cleanly and evenly. Prior to the use of the new release agent, this job took three men with shovels to keep up with the extruder.

# How Cordial Cherries are Made at Robert A. Johnston.

**This very popular piece can be made  
profitably only in large volume in a  
highly mechanized factory like  
Johnston's.**



**O**ne of the largest volume cordial cherry operations is at the Robert A. Johnston factory in Milwaukee. They are a speciality with this firm, and a great deal of effort has been made to make the production and packaging line as efficient and fool-proof as possible, consistent with the highest standards of quality.

The cherries are bought on specification as to color, flavor and count per gallon. They must also be from certain sections of the country where cherries with the thinnest skins are grown. In the opinion of the Johnston people, the quality of the cherry is one of the most important factors influencing the quality of the finished candy.

The cherries are first drained to a uniform moisture content. This is vital to uniform cordialization. The

---

Maraschino cherries are transferred from the drum to the Day Gyrator for draining. This machine leaves just the right amount of syrup in the cherries for liquifying the center.

# IS THE FONDANT COOKED ?

## Let Taylor tell you WHEN !



18 EA 539  
24" stem  
**\$29<sup>50</sup>**



It's EASY to see at a glance whether or not the temperature is right, when you use Taylor Cooking

Thermometers, because the exclusive BINOC\* tubing gives wider angle of vision and higher magnification of the mercury column.

Available with shatterproof glass front to reduce the possibility of broken glass or mercury contaminating the product.

Thermometer shown is designed for applications such as **Fondant, Chocolate or Cream Cooking, Syrup Boiling, Crystallizing, Chocolate Melting and Mixing, Hard Candy and Cruller Cooking.** It's available in 9" and 12" scale lengths, with 14", 24" and 36" stem lengths and a variety of ranges. Ask your Taylor Field Engineer, or write for **Catalog 900.** Taylor Instrument Companies, Rochester, N. Y., and Toronto, Canada.

\*Reg. U.S. Pat. Off.

**Taylor Instruments**  
— MEAN —  
**ACCURACY FIRST**

IN HOME AND INDUSTRY



The cherries are transferred from the drainer to the cherry dropper on the mogul in these trays.

machine used at Johnston is a Day Gyrator whose gentle rotary motion pulls just the right amount of syrup from the cherry to leave enough for liquifying the fondant.

Cherries are taken from the drainer in shallow trays for transport to the mogul. They are transferred to a National cherry dropper which puts a cherry in each starch mold. Johnston uses a one deposit system for their fondant. Their pieces are too small for two deposits.

After standing in starch for a few hours the centers are sieved out and taken to the enrobers. They are arranged on the belt with the help of a center feeder. After coating, the pieces are hand strung.

The method of stringing is somewhat unique at this plant. The coating for stringing comes to the girls via an unusual upper belt. It is fed by a pipe from the riser pump on the enrober which puts the coating on the belt near the tunnel opening. From there the belt travels past the stringers to the enrober where the remaining coating is scraped off into the enrober tank. This system eliminates the job of bringing coating to each stringer in pans or buckets, and having the coating then set too hard or lose temper.

The stringing is also rather unusual, as the girls use both hands at the same time. This system was instituted a few years ago, and it was found that a girl could do about 80% more work with two hands than with one.

Cordial cherries are packed in more than one size box, but the size illustrated holds three cherries. These boxes are set up on a Palmer carton machine which feeds them continuously to the packers on the carton belt. They are filled as they move continuously down the belt and are inspected and closed at the far end.

Cordial cherries are probably the most popular item in the industry in the chocolate covered line, and probably accounts for more tonnage of candy than any other coated piece.

(More pictures on page 30)

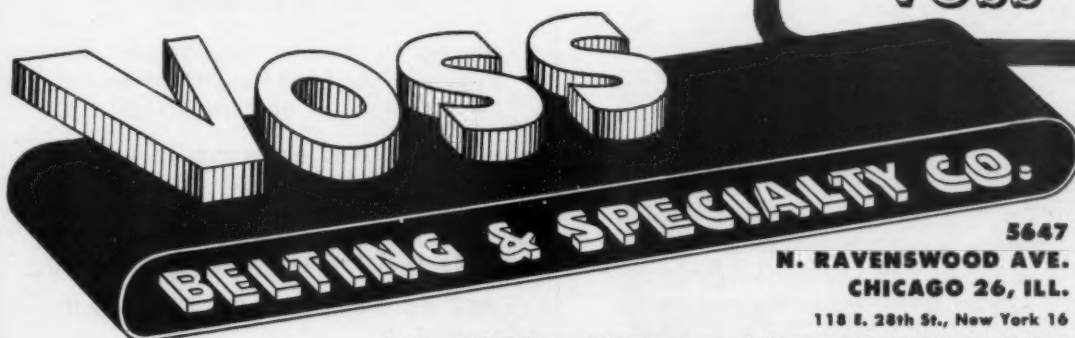
## The answer to YOUR Belt problem is likely to be in **VOSS "Case History" files....**

Years of specialized experience in the development and manufacture of Belts for application to candy plant requirements has given VOSS an amazing file of "Problems Solved" to draw on, when today's problems look tough.

Time and again, a condition which seems at first glance to be a real baffler turns out to be remarkably similar to some situation (or more often, situations) which we've been called upon to deal with before—and for which we already have the answer, or the approach to it, right on one of our "Case History" cards.

That's one reason why you can figure to save plenty of time and money, when you tell VOSS your troubles in the Belt department. Another big reason is that VOSS has been the leader for years in the actual development of candy plant Belting—in the introduction of proven new methods and materials which do the job better.

Better Belts can help you boost production and cut costs. And "Better Belts" mean VOSS Belts—why not call us in now?



P. O. Box 2128, Hollywood 28, California • 18 Richards Circle, West Newton 65, Mass.

## **VOSS** Supplies Every Belting Need



**ENDLESS BOTTOMER  
and FEED BELTS**  
*White Neoprene Treated,  
or Plain*



**PACKING TABLE BELTING**  
*Plain, or Treated with  
smooth white flexible  
coating*



**CARAMEL CUTTER BOARDS**



**BATCH ROLLER BELTING**



**WIRE BELTING**  
*for robbers and special  
conveyors*



**CORRUGATED RUBBER  
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**CANVAS SPECIALTIES**

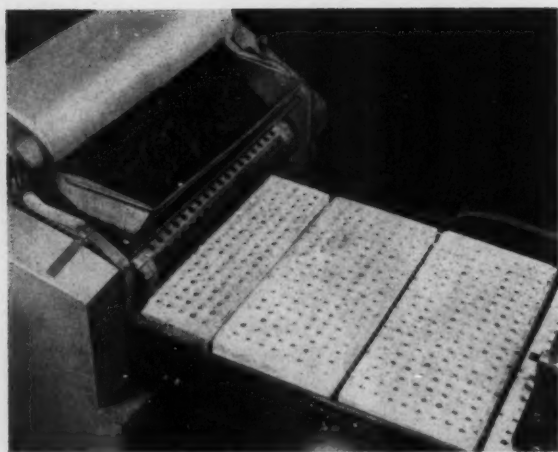


**HI-GLOSS and HI-LUSTRE**  
*Enrobing Cooling Tunnel  
BELTS*  
*for glossier bottoms*

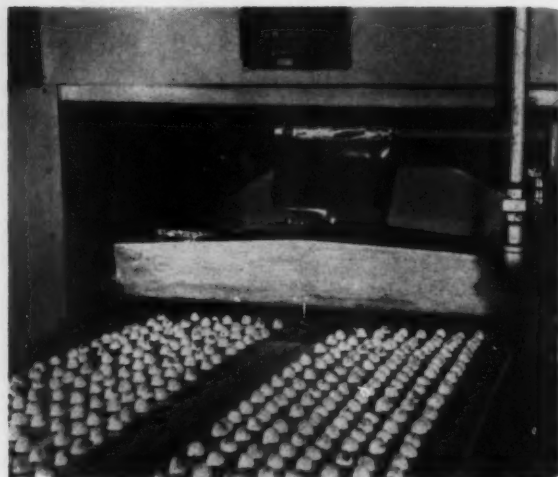


**for  
IMMEDIATE SERVICE  
call on  
VOSS**





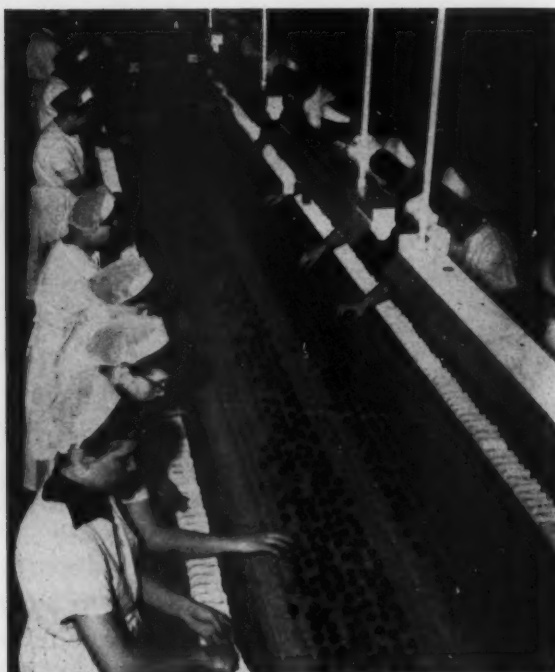
The National Cherry Dropper places one cherry in each starch impression with great accuracy and dependability. It is one of the big labor savers in the candy field.



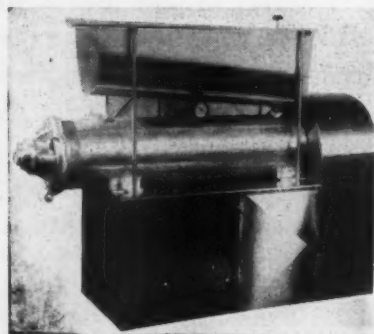
The centers must be very carefully brushed, as any starch sticking to them will often produce pieces with bald spots. The pipe line rising on the right takes chocolate to the special belt supplying the stringers.



These girls are stringing pieces with both hands. They get their chocolate from the elevated belt running back over the candy. The Latini Decorator shown is not used on this particular piece.



Cartons are automatically set up on a Palmer machine on a balcony over the tunnel, and come down on belts to the packers. The girls fill them as they move continuously on to the inspection and closing station in the background.



*It's the NEW*

### **Master Model**

**Instant & Continuous**

Fondant Machine for large volume production of the finest quality Fondant at the lowest labor and investment cost.

**For full information**

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**Confection Machine Sales Co.**

**407 So. Dearborn St., Chicago 5**





## *New production line for Pecan Crunch Bars*

**L**oft Candy Corporation has developed a new system for manufacturing their pecan crunch bars that increases production and makes a more uniform product.

Previously, the chocolate coated toffee pieces were fed from an enrober to girls who picked them up and rolled them in boxes of chopped nuts, and placed them back on a cooling tunnel belt. This method was not only expensive but produced an uneven coating and shape to the bars.

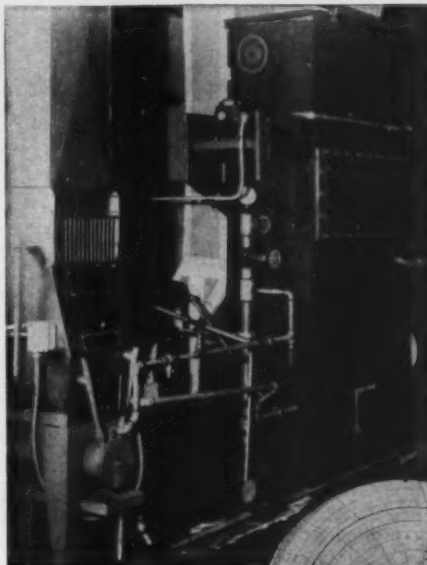
Now the bars fall from the enrober belt onto a moving bed of nuts. A vibrating feeder sprinkles the tops of the bars with a coating of nuts to complete the bar. The bars then move undisturbed through the tunnel for packing.

Of particular interest is the vibrating feeder, the first installation of its type in the U. S. It was designed in England and is now made here by Richardson Scale Company. This Velofeeder moves at near resonance, producing a gentle and uniform flow of material. It therefore requires a very low power input, and transmits very little vibration to the conveyor on which it is mounted.

The feed of this feeder is easily adjustable, and proves to deliver an unusually uniform flow at all rates.

# EXACT CONTROL of Moisture Content

To Improve Your Product  
or Protect Your Materials  
or for Processes or Tests



● This Niagara Air Conditioning Method dries air directly and measurably, using a moisture-absorbing liquid spray. It makes

humidity control a separate function from lowering or raising temperatures and gives you precise control with thermostats alone; no moisture-sensitive devices are needed. You have simpler, more trustworthy, less expensive control instrumentation. Niagara precise-control installations have the best record for reliability.


Niagara Air Conditioning provides you with any temperature and relative humidity you need. Using "Hygrol" absorbent, it is not expensive to operate, saving the refrigeration commonly used to condense moisture and making re-heat unnecessary in most cases. It gives large capacity with compact, easily-maintained equipment. Ask for Descriptive Bulletins #112 and #121. Address Dept. MC

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405 Lexington Ave.

New York 17, N. Y.

*District Engineers in Principal Cities of U. S. and Canada*



E. P. AUTOMATIC PLUNGER  
SUCKER MACHINE

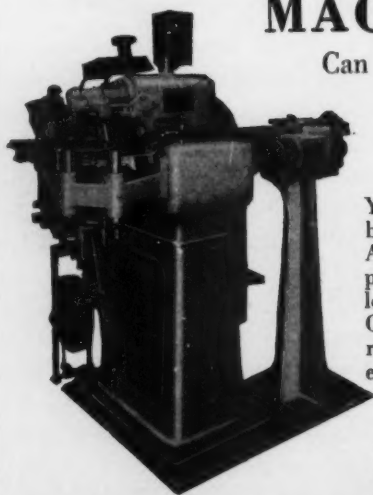
You can pay for this machine  
out of the profits you'll make  
producing from 300 to 800  
high quality suckers a minute.

Write for circular today.

**V**  
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VACUUM CANDY MACHINERY CO.  
RACINE CONFECTIONERS' MACHINERY CO.  
15 PARK ROW, NEW YORK 38, N. Y.

## Just 2 People and an IDEAL WRAPPING MACHINE



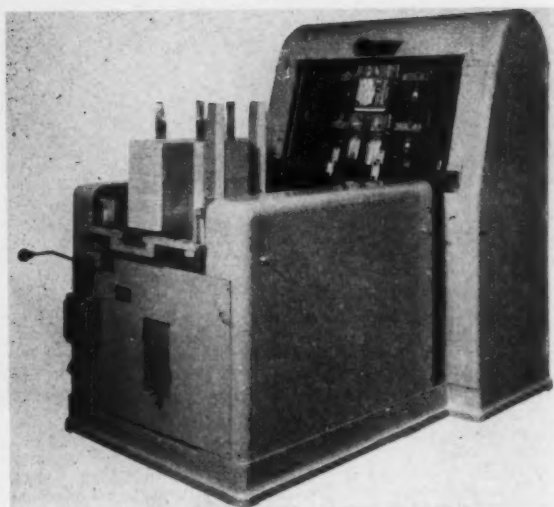
Can Package 450  
Caramels  
Every  
Minute

Yes—that's speed,  
but **DEPEND-**  
**ABLE** speed cou-  
pled with smooth,  
low-cost operation!  
Only 2 personnel  
required for this  
entirely automatic  
operation!

**WRITE TODAY**  
for Important  
**FREE Brochures**

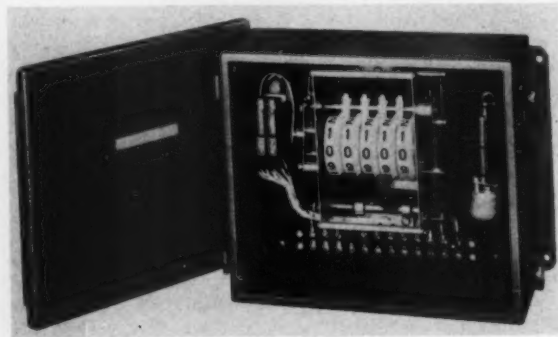
Established 1906  
**IDEAL WRAPPING MACHINE COMPANY**  
MIDDLETOWN, NEW YORK, U. S. A.

## New Products



A newly improved fully automatic carton and tray forming and gluing machine produces up to 175 or more perfectly shaped and glued cartons or trays per minute. This model also operates efficiently at lower speeds of 50, 75, 100, 125, or 150 per minute. This machine can handle a variety of top-opening, hinged cartons or trays in sizes from 6" to 18" long and from 6½" to 19" wide.

For further information write: *Peters Machinery Company, 4700 Ravenswood Ave., Chicago 40, Illinois.*



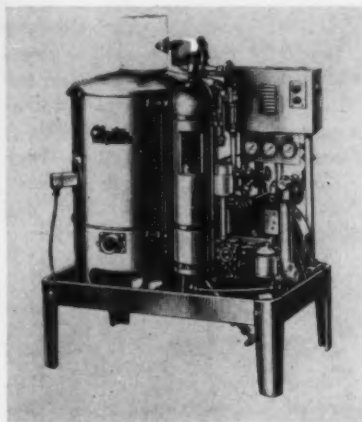
A new type of counter, has been developed for controlling the number of items in a batch to be counted or measured with control of quantity before or after an operation, as desired. The control function, ringing of a bell, stopping of a machine, etc., can be made on a conveyor or at a machine or press.

This counter can be pre-set at any figure within the range of 5 digits. At each impulse a subtraction of "one"

range of 5 digits. At each impulse a subtraction of "one" is made from the pre-set figure until the counter reaches zero. The counter then performs the control function. As further impulses are received, the counter adds "one" for each impulse until it reaches the original pre-set figure, then it again performs the control function and then starts the subtracting operation over again.

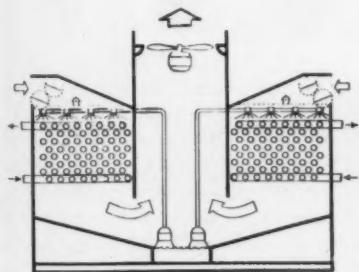
The counter requires no resetting at the end of each cycle and will continue to operate indefinitely until the pre-set figure is changed.

For further information write *Specner Manufacturing Co.*, 3253 N. Cicero Avenue, Chicago 41, Illinois.



A new 15 H. P. forced circulation steam generator with balanced feed has been introduced. The floor space required is about 3 feet by 4½ feet.

For further information write *Clayton Machinery Company*, 2022 S. Mesa Street, San Pedro, California.



A new apparatus for industrial cooling has been developed which provides a saving in cooling water, and gives close control of temperatures. It cools by evaporation, and obtains the temperature control by modulating the use of outdoor air. The fluid to be cooled flows through two paral-

lel-mounted coil sections, both of which are continuously kept drenched with a water spray. A portion of this water evaporates, while the balance is recirculated by a pump. Air enters through dampered intakes above the coils, travels downward through the sprays and then enters a central plenum, at which point the entrained moisture is eliminated. The air then moves upward and a propeller fan ejects it into the atmosphere. The fluid in the cooling coils is effectively cooled to a point close to the atmos-

pheric wet bulb temperature. About 1000 BTU are transferred, through the wet coil surface to the air stream, for every pound of water evaporated. The action of the air recirculation system holds the temperature constant. Cooling capacity varies directly with the heat input load. The gradual action of the dampers, admitting more air when more cooling is called for, controls the evaporation of the water spray and holds the desired temperature without "hunting" action.

If heat is required instead of cool-

# Reflecto

## Cooling Tunnel Belts and Plaques

- ★ Double Texture Reflecto Tunnel Belting
- ★ Reflecto Tunnel Belting
- ★ Reflecto Plaques
- ★ Caramel Cutter Boards and Belts
- ★ Bottomer Belts (Endless—Treated or Untreated)
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- ★ Packing Table Belting (Treated and Untreated)
- ★ Innerwoven Conveyor Belting
- ★ Batch Roller Belts (Patented)
- ★ Wire Belting
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### A Coated Fabric— Not A Lamination

- A smooth bright finish given to bottoms
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- No cracking or wrinkling of belt, causing poor bottoms

Call or write for samples

"Buy Performance"

## BURRELL BELTING CO.

7501 No. St. Louis Ave., Skokie, Ill.

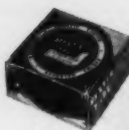
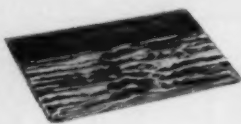
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more and more nationally famous products are packaged on the

*Automatic* **CAMPBELL WRAPPER**



**WRAPS ALL SHAPES** — Square, round, oval, oblong, flat or irregular... the Campbell Wrapper packages them all with equal ease and speed.

**WRAPS WITHOUT BREAKAGE** — Soft, crisp, hard, or fragile, the Campbell Wrapper "float" wraps the material on your product without damage.

**WRAPS WITH ALL MATERIALS** — Paper, cellophane, polyethylene, foils and all types of the plastic film packaging wraps so popular today.

**POSITIVE SEALING** — By gluing, crimping or heat sealing with ends flared, turned under or diamond folded. The Campbell Wrapper is now also available for positive **VACUUM** Wrapping.

**AUTOMATIC FEEDS** — and deliveries provide continuous flow packaging geared to coincide with in-line production manufacture or separate operation. Write for complete details and send us a sample of your product.



**Speeds Production**

... wraps up to 300 units per minute!

**Cuts Labor Costs**

... simplified one person operation!

**Saves Materials**

... uses no boards or stiffeners—unless desired!



**Campbell WRAPPER**

Manufacturers of Aniline and Gravure Presses, Folders, Interfolders, Laminators, Waxers, Embossers, Slitters, Sheeters, Roll Winders, Packaging Machines, Crepers and Tissue Converting Units.

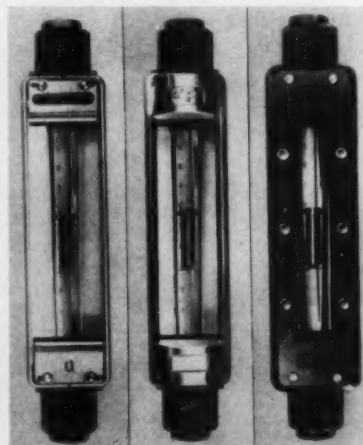
Write for full colored 16-page brochure telling all about the Campbell Wrappers and the many different types of products they package.

ing it is provided either with steam or electricity by a heater in the spray water tank. The spray nozzles are non-clogging; nothing that will pass the pump screen will lodge in them. There are four sizes of this model affording capacities from 7,000,000 to 18,000,000 BTU per hour under standard conditions.

For further information write Niagara Blower Company, 405 Lexington Avenue, New York 17, New York.

A new type of processed sweet coconut has been developed. It is unusually tender, with a thin flaky shape and fresh-grated flavor. It provides extra moistness, and is whiter and more attractive than shredded coconut. This coconut called "Angel Flake" is supplied in 10, 25, and 50 lb. packages. A similar product in desiccated form called "Tender Flake" is available in 100 lb. bags.

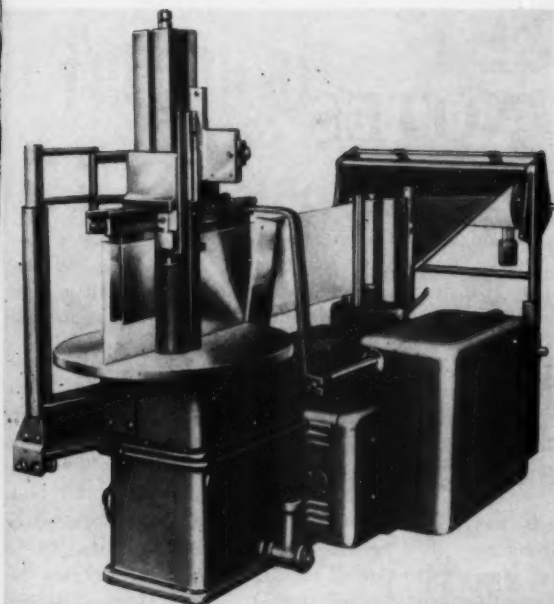
For further information write Franklin Baker Coconut, 15th and Bloomfield sts., Hoboken, New Jersey.



The new series of variable area flowmeters with simpler designed features, sturdier construction, and 100 percent greater visibility of the metering tube, has been developed. It includes a proven float, metering tube, and universal end fittings. The improved design uses one basic frame which, with a quick change of covers, can be made into an enclosed or pressure-sealed meter. The universally adjustable end fittings allows the meters to be rotated on the pipe for any desired position.

For further information write Fischer & Porter Company, Hatboro 35, Pennsylvania.





A new type basic bag making machine has been developed especially for sequence packaging operations. It produces flat bags from roll stock packaging films such as poly, pliofilm, saran, mylar, etc.

The importance of the machine lies in the fact that it holds the bag open as it is completed so that it can be filled and sealed. Various types of commercial fillers may be used in manual or automatic co-ordination. Accessory handling equipment has also been developed so that the machine can handle the conveying of filled bags and top sealing as a completely self integrated unit, manned by only one operator.

The machine is flexible because it can be instantly adjusted for bag size and speed of operation. Various thicknesses of films can be used up to 6 mil, making bags from one inch square up to 14 inches by 24 inches, from zero to forty bags per minute.

For further information write: **Hudson Sharp Machine Company, Green Bay, Wisconsin.**

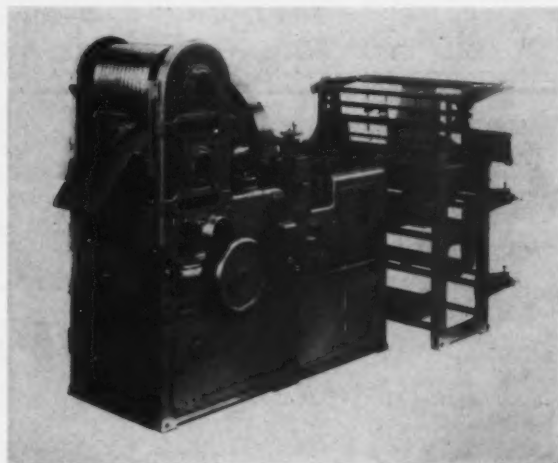


A new stock box with matching lid has been developed for candy during manufacturing processes and storage. It is constructed from polyester resins

and fiberglass, and are light in weight, will not rust, bend or chip and are resistant to steam and detergents. Rounded corners make this box easy to clean. These boxes lock on each other when stacked so dollies of them can be moved without danger of spilling.

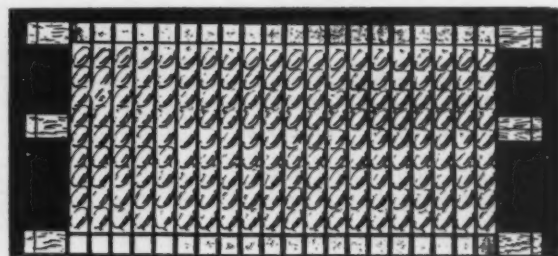
With a smooth, non-porous surface they can be cleaned completely.

For further information write: **Molded Fibre Glass Tray Company, Linesville, Pa.**



A new high-speed bag making machine has been introduced with a rating of 200 to 300 cellophane bags per minute. In a range of lengths from 3½" to 18" and widths from 2" to 12". The unit will produce flat or gusset, single or duplex types from cellophane. K-202 and other heat sealable materials are subject to test. Bags are the glued center seam seal, and a half-inch heat seal at the bottom is folded over ¼" and glued to the body on the center seam side. This is said to provide an exceptionally strong, sift-proof and moisture-proof bag, with uniformly tight bottom and corners. Precision two-way registration is said to be provided by electric eye control.

For information write **Simplex Packaging Machinery, Inc., 535-23rd Avenue, Oakland 6, California.**



#### ALUMINUM CANDY MOULDS

CHEAPEST, MOST PRACTICAL AND ECONOMICAL MOULD MADE

Now with a NEW FINISH  
which eliminates break-in-time

**CINCINNATI ALUMINUM MOULD CO.**

Dept. M, 1834 Dana Ave., Cincinnati 7, Ohio



# NEWS and NOTES

John Starr Dodgson, a well known raw material broker, of Minneapolis died recently. Mr. Dodgson represented the Ambrosia Chocolate Co. in his territory for twenty seven years. His father, J. M. Dodgson, is a well known candy broker in that area.

Layton Sugar Co. of Salt Lake City has been named exclusive wholesalers for Clinton Foods, Inc. in that area. This firm has recently been equipped with a sugar dissolving plant, and will market both liquid sugar, and liquid sugar corn syrup blends, as well as straight corn syrup.

Sylvan Sweets Co. announced the appointment of George C. Swanson as broker, who will cover the territory of Minnesota and South Dakota.

George Hintz was named Chairman of the Nominating Committee at a meeting of the Board of Managers of the New York Cocoa Exchange. Also named to the committee were—Samuel Halber, John E. Hupkes, Robert Jackson and Isaac Witkin.

Curtiss Candy Company is using a new shipping carton for their nuggets, which carries three color "posters" on all four sides. These shipping cases were designed to win display space at aisle ends and other prominent spots on super market floors. The colors used on the carton correspond to those of the eleven ounce packages inside; and promote the candy wherever seen in shipment and storage. The cartons are also suitable for stacking to form a base for displaying the window-face packages.

Hardies, Inc., of Butler, Pennsylvania, have recently introduced a new line of Polyethylene packaged candies for the super market trade. These items are Hardies Marshmallow Sundaes, Coconut Calypsos, and Marshmallow Strawberries. Each bag has a distinctive design, with family identity emphasized by the similar logotype at the bottom of each bag.

Mr. Donald M. Hardies, president of Hardies Inc., reports that additional items will be added to this line of candies for food store sales.

## Machinery Wanted

### SIMPLEX

#### Fold Bottom Bag Machine

Good condition

In Chicago area

**F. A. Richter Co.**

**Saran Dept.**

1220 N. State St., Chicago 10, Ill.

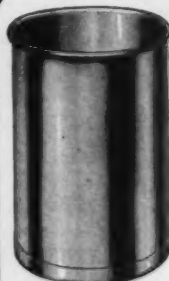
**CODE DATE your  
CANDY BAR WRAPPERS  
on your wrapping machine!**

**PRINT your CARTONS  
and SHIPPING CASES  
RIGHT ON  
your CONVEYOR LINE**

Write for information

**KIWI® CODERS CORP.**

3804-06 N. Clark St., Chicago 13, Ill.



**STANcase**  
STAINLESS STEEL  
EQUIPMENT

### STAINLESS STEEL DRUMS

MODEL 30--30 GAL.  
MODEL 55--55 GAL.

(Covers available)

**ECONOMY  
EQUIPMENT**

**RUGGEDLY CONSTRUCTED FOR LIFE TIME WEAR.  
FULLY APPROVED BY HEALTH AUTHORITIES.**

Manufactured by  
**The Standard Casing Co., Inc.**  
121 Spring St., New York 12, N. Y.

**BULK SUGAR  
HANDLING  
and STORAGE  
SYSTEMS**

**J. C. Corriqan Co., Inc.**

ESTABLISHED 1925

**CONVEYOR SYSTEMS**

Conveys sugar from  
unloading point to  
storage to production.

Inquiries invited

**41 NORWOOD ST., BOSTON 22, MASS.**

# Technical Literature

## Measuring the Size Compliance of Foods

C. H. Coleman & J. E. Despaul, *Food Technology*, Vol. 9, No. 2 (1955)

The 19 methods considered suitable for measuring size compliance of the more common foods are presented. The methods are related to the types of food for which they are best suited and are listed tabularly. Readily available standard apparatus is specified.

## Acetoglycerides—New Fat Products of Potential Value to the Food Industry

R. O. Fleuge, *Food Technology*, Vol. 9, No. 6 (1955)

The preparation and properties of these new products are described. Potential uses include: the higher melting products as protective coatings for foods, the lower melting products having unusual resistance to oxidation and rancidity as slab dressings for candy and roasting oils for nuts, and the use of these products in preparing new blended-type shortenings.

## Reconstituting Moisture in Over-dried Popcorn by Blending with Wet Popcorn

W. A. Huelsen & W. P. Bemis, *Food Technology*, Vol. 9, No. 9 (1955)

The experiments reported show that the blending of over-dried with wet popcorn in the proper ratios to be an effective means of reconstitution. The method is applicable to large scale operations.

## The Identification of Some Volatile Constituents of Concord Grape Juice

R. W. Holley, B. Stoyla & A. D. Holley, *Food Research*, Vol. 20, No. 4 (1955)

By means of procedures described, ethanol, methanol, ethyl acetate, methyl acetate, acetone, acetalde-

hyde, methyl anthranilate and acetic acid were identified. The presence of at least one unknown, chloroform-extractable component was shown.

## Elements of Food Engineering, Volume 3

Milton E. Parker, E. H. Harvey & E. S. Stateler, 241 pages, illustrated, Reinhold Publishing Corp., 1954, price \$6.75.

Volumes 1 and 2 were reviewed in *THE MANUFACTURING CONFECTIONER*, Vol. 33, No. 5 (May 1953)

and Vol. 34, No. 11 (Nov. 1954), respectively.

The conversion of raw materials is continued from Volume 2. Three chapters covering Evaporating and Distilling, Dehydration and Drying, and Controlling, complete the coverage of this phase.

Gas-fired sugar boilers, steam-jacketed-pans, continuous sugar cookers, and evaporators are discussed together with the principles involved. Evaporation techniques used in a variety of food industries are detailed. Even

**It's tough!  
It's sanitary!  
It weighs less!**

**It's WEAR-EVER'S**

27  
GAL.

*Aluminum*

**HANDLING BIN**

Confectioners, frozen food processors, bakers and other industrial users find these Wear-Ever aluminum bins ideal for both storage and in-plant movement of ingredients. Employees welcome them, too. Their light weight and full mobility provide easier handling, speed production. Only 27" high, they roll easily under counters and benches. Completely sanitary. Can't rust; protect food purity.

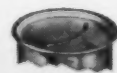
Other bins available in 29, 30 and 50 gal. sizes with accessories below.



**SLIP-OVER COVER**



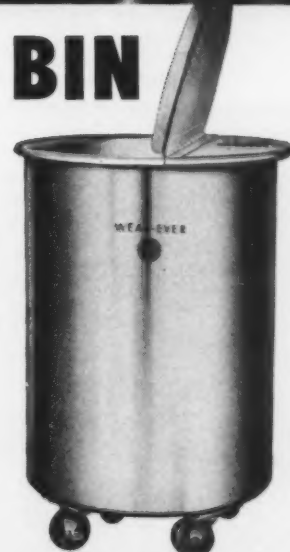
**HINGED COVER**



**QUICK-LOCK COVER**



**DOLLY has hard-tread tires, 4 ball-bearing wheels.**



### CHECK THESE FEATURES

- Sanitary open bead, no cracks or crevices
- Extra tough, hard wrought aluminum alloy
- Friendly to food, won't pick up odors
- Light weight, easy to handle



**WEAR-EVER**  
*Aluminum*  
**UTENSILS**

**WRITE TODAY  
FOR FULL  
INFORMATION**

THE ALUMINUM COOKING UTENSIL CO., INC., DEPT. 9911, WEAR-EVER BLDG., NEW KENSINGTON, PA.

the processing of essential oils by distillation is touched upon.

Vapor pressure and humidity are explained and defined. Five types of commercial dryers used in the dehydration of solid foods are reviewed. The drying of liquid foods, freeze drying, and drying with heat are thoroughly discussed. Heat calculations are included.

Quality and its control receive superlative treatment. Clarity in definitions and in the presentation of the factors and problems involved are shown to necessitate regulation. Measuring instruments are classified in a logical manner. The principles upon which these devices operate are simply described.

Section 4, Treatment of Final Products, is presented in three chapters, as Coating, Decorating, and Forming; Packaging: Materials and Packaging: Methods.

The enrobing of candies, sugar-sanding, and revolving pan operations are briefly discussed.

The first chapter on packaging cites many types of containers from barrels and boxes to tin cans or glass jars. Packaging with paper products

is reported thoroughly. The terminology of the products and properties is clarified. Tables on the properties of papers and films are of value.

Many types of packaging machinery are described. Methods for testing of packages and materials are presented.

Lastly, sampling methods suitable for judging the quality of a lot of material are offered. This portion of the book is far too brief, even though ably written. Perhaps, Dr. Parker will elaborate upon this matter in a future book. We believe a need exists for such elaboration.

It is the considered opinion of this reviewer that Elements of Food Engineering fulfills a need. In general, the writing is excellent, the illustrations are very good, and the many tables are invaluable.

#### Flavomatics in Food

H. L. Janovsky, *Food Technology*, Vol. 9, No. 10 (1955)

Imitation food flavors consisting of synthetic organic aromatic chemicals (flavomatics) used alone or combined with natural products as chemical additives to foods are discussed. Ta-

bles are presented showing the general average of use of flavomatics in ppm as found in finished foods and the average amounts of flavored foods consumed at one feeding. Imitation flavors should not be included in legislation embracing food chemical additives.

#### Effect of Sucrose-Invert and High Conversion Glucose Syrups in the Preparation of Candied Cherries

C. C. Strachan & F. E. Atkinson, *Food Technology*, Vol. 9, No. 10 (1955)

The effect of sucrose-invert (SI) alone and in combination with HC glucose on the quality and keeping properties of candied cherries were studied. A balanced SI blend (2:1 to 1:1) was found preferable to any combination containing glucose. Cherries containing SI sugar showed the greatest gain in weight. With glucose, 20% seems to be the maximum for obtaining a satisfactory product.

#### Candy Calories

—, *The Sugar Molecule*, Vol. 9, No. 2 (1955)

A three page article listing mois-



## Dark and Light Chocolate in One Mixer

### Only Stehling offers you a 2-COMPARTMENT MIXER

A vertical center partition divides the Stehling 2-compartment chocolate mixer. Each compartment has separate agitators.

Users work dark chocolate in one compartment, light chocolate in the other; or melt and mix in one while drawing off the other.

One mixer does the work of two, with superior mixing action that no other mixer gives you. In capacities from 3000 lbs. to 15,000 for each compartment.

Write for details today.

## CHAS H. STEHLING CO.

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Factory Representative: R. S. and G. B. Hislop  
1517 Grange Ave., Racine, Wisc.

ture in per cent and the number of calories in 100 gms, one pound, and in stated unit, for sweetening agents, fats, flavorings, milk products, nuts, thickeners, and miscellaneous ingredients and finished candies.

**Electronic Data Processing in Industry: A Case book of Management Experience.**

*American Management Association, Special Report No. 3, 256 pages, \$7.75.*

This publication is a comprehensive report to management on the latest development on management experience in using electronic data-processing systems. It describes graphically how automatic data-processing offers unparalleled speed, accuracy, controls, and savings for industry. It gives specific, practical information, on how to determine whether a company should adopt electronic data-processing: how to plan the installation of an electronic data-processing system; what automatic data-processing equipment is available; how progressive companies are now using electronic data-processing in such specific fields as customer and general accounting, production planning and labor budgeting, materials handling, etc.

Also included are reports of company experience with small, medium, and large computers, a summary of the evolution of data-processing and its effect on company organization, a forecast of future developments in electronics, and a valuable glossary of programming terms.

**Know your packaging materials. Foils, paper, films, boxboard foam plastics.**

*American Management Association, packaging series 46, 123 pages, price \$1.75.*

This booklet is a compilation of papers presented at the American Management Association Packaging Conference held in Chicago in April, 1955. Eighteen papers describe a wide variety of packaging materials, some of them quite new. The materials discussed include: Aluminum Foil, Glassine, and Greaseproof Papers, Label and Box-Wrap Papers, Boxboard, Acetate, Cellophane, Polyethylene, Saran, High-Impact Polystyrene, Rubber Hydrochloride (Pliofilm), Vinyls, Polyester (Mylar), Expanded Plastics—Phenolics, Ex-

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in the  
candy  
"sweetstakes"**



Yes, your products will start fast and finish "in the money" every time . . . when you use Clinton products from corn.

Take Clinton corn syrup, for example. For years it's been an "odds-on" favorite. Candymakers like the way it prevents crystallization, controls body, texture or chewiness and extends shelf life.

And corn syrup is only one of the Clinton thoroughbreds. Others are starches and dextrose.

No matter which candy race you're in, the odds are heavy in your favor when you use Clinton products.

. . . and remember

technical service in connection with your specific problems is available upon request



**Quality products**

FROM THE WORLD'S CORN CENTER



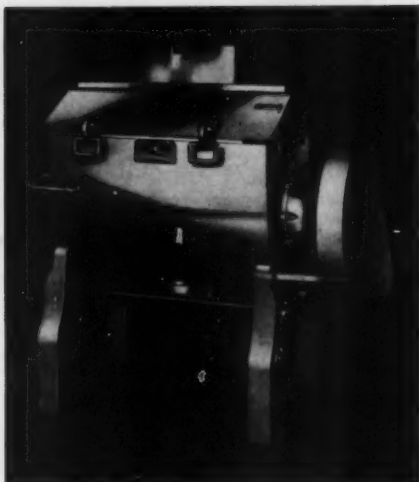
**CLINTON FOODS INC.**  
Corn Processing Division  
CLINTON, IOWA



for Better Marshmallows

## the SAVAGE BEATER

... IS YOUR ANSWER. The Savage latest improved sanitary marshmallow beater is constructed with stainless steel tank, shaft, paddles and breaker bars—100% sanitary. This beater is considered



standard by manufacturers. Built for strength and durability, it assures perfect manipulation of each batch. Hundreds of users in the United States and foreign countries prefer the Savage Beater for its economy in operation and performance in production, because it saves time, space, and operating cost. Four 200 pound Savage Beaters will supply a mogul for continuous operation.

### THE FIRST COST IS THE LAST COST

- Unexcelled for volume and lightness
- Stainless construction—100% sanitary
- No corners for contamination
- Outside stuffing boxes—no leakage possible
- Maximum beating for volume
- Faster heat discharge from batch
- Creates volume suction of cold air
- Larger water jacket for quick cooling
- 6" outlet valve for quick emptying
- Less power needed with roller bearings
- Large two piece air vent—sanitary
- Direct motor drive
- Sizes available: 150 lb. or 80 gal. capacity  
200 lb. or 110 gal. capacity

SAVAGE oval type marshmallow beater also manufactured with stainless water jacketed, galvanized cast iron heads, paddles and breaker bars.

## SAVAGE BROS. CO.

2638 Gladys Ave.

Chicago 12, Ill.

Since 1855



panded Polystyrene, Expandable Polystyrene, Vinyl Foam and Sponge, and Urethane Foams.

Current practice in the development of management personnel.

*American Management Association, Research Report No. 26. 35 pages \$1.75.*

This report describes management development techniques most frequently used by 460 companies participating in the study. It examines some current company practices, suggests how to get the most from programs for developing and training managerial personnel. On the basis of the survey, the author sets forth certain fundamental principles of management development of interest to all executives concerned with this important aspect of management education.

Rates, coverage, and capacity: developments and problems

*American Management Association, Insurance Series 107. 48 pages, \$1.75.*

This publication reviews the developments in rate making and rate supervision. The general theory underlying rating laws, and related matters in the property insurance field. It also describes recent progress in multiple-line underwriting, including the manufacturer's output policy, the merchandise floater policy, and multiple-peril block policies. It also explores problems of coverage and capacity, and offers valuable comments on the impact of technical and social trends on insurance, as well as a discussion of the basic philosophy underlying insurance.

Establishing Optimum Conditions for Storage and Handling of Semi-perishable Subsistence Items.

*Quartermaster Food & Container Institute for the armed forces Chicago Quartermaster Depot. 130 pages. Free of charge to interested individuals and companies.*

This volume details the problems confronting the armed forces in the packaging, transportation and storage of operational rations for the armed forces. It is of particular importance in the field of packaging materials, and their effect on the storage life of various types of food items, including candies. There is also a discussion of the effects of storage conditions on the various types of candies now included in army rations.



# Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

## Cordial Cherries; Panned Goods; 1¢ Pieces

### Code 11G55 Coated Caramel Drops 1 oz. 5¢

(Purchased in a food store, Oak Park, Ill.)

Appearance of Package: Good.  
Container: Folding box, buff color printed in brown.

#### Drops:

Coating: Good.

Texture: Good.

Flavor: Good.

Remarks: A good eating piece, cheaply priced at 5¢.

### Code 11H55 Cherry Cordials 1 lb. \$1.65

(Purchased in a Snyder's store, Chicago, Ill.)

Box: One layer type, buff glazed paper top embossed in brown.

Appearance of Box on Opening: Fair.

Coating, Dark: Good.

Strings: Fair.

Gloss: Poor.

Taste: Good.

#### Center:

Cordial: Good.

Cherry: Good.

Remarks: Highly priced at \$1.65 the pound. Suggest a divider or smaller box be used as cherries were out of cups and all over the box. We are surprised that none were broken. Suggest a good cherry flavor be used to improve the flavor of the cordial.

### Code 11I55 Red Jordan Almonds 1 lb. \$1.50

(Purchased in a department store, Chicago, Ill.)

#### Sold in Bulk:

Almonds, Jackets:

Color, Red: Good.

Panning: Very good.

Finish: Good.

Flavor: Cinnamon; good.

Almonds: Good.

Remarks: One of the best panned almond we have examined this year. Very good color and panning.

### Code 11J55 Jordan Almonds 1 lb. \$1.50

(Purchased in a DeMet's store, Chicago, Ill.)

#### Sold in Bulk:

Almonds, Jackets:

Colors: Good.

Panning: Good.

Finish: Good.

Flavors: Good.

Center:

Almonds: Good.

Remarks: A very well made Jordan Almond; good eating. Very good pan work.

### Code 11K55 Panned Licorice Gums 1 lb. 85¢

(Purchased in a DeMet's store, Chicago, Ill.)

#### Sold in Bulk:

Coating:

Color, White: Good.

Panning: Good.

Finish: Good.

#### Center:

Color: Good.

Texture: Very Good.

Flavor: Good.

Remarks: The best panned licorice gums we have examined this year.

### Code 11C55 Cordial Cherries 3 for 10¢

(Purchased in a cigar store, N. Y., N. Y.)

Sold by the Piece: Each piece is wrapped in red foil, printed in white.

Coating, Dark: Good.

#### Center:

Cordial: Good but lacked flavor.

Cherry: Good.

Taste: Fair.

Remarks: Suggest a good cherry flavor be used to improve the flavor of the cordial.

## Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—Assorted Chocolates up to \$1.00

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—Bar Goods; 5¢ Numbers

OCTOBER—Salted Nuts; 10¢-15¢-25¢ Packages

NOVEMBER—Cordial Cherries; Panned Goods; 1¢ Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

**Code 10A5**  
**Panned Coated**  
**Malted Milk Balls**  
**8 ozs. 33¢**

(Purchased in a chain drug store,  
 Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Folding white box printed in red  
 and brown. Cellulose window top and  
 front side.

**Balls:**

**Coating:** Good.

**Center:**

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** One of the best malted milk  
 balls we have examined this year.

**Code 10F5**  
**Assorted Hand**  
**Candy Cuts Sugared**  
**10 ozs. 29¢**

(Purchased in a chain drug store,  
 Chicago, Ill.)

**Appearance of Package:** Good.

**Container:** Cellulose bag, paper clip on  
 top printed in blue, red and white.

**Cuts:**

**Colors:** Good.

**Texture:** Good.

**Stripes:** Good.

**Sugaring:** Good.

**Flavoring:** Good.

**Remarks:** One of the best candy cuts  
 we have examined this year.

**Code 10G5**  
**Jordan Almonds**  
**7 ozs. 35¢**  
 Chicago, Ill.)

(Purchased in a chain drug store  
**Appearance of Package:** Good.

**Container:** Folding box printed in black,  
 yellow, white and pink. Cellulose win-  
 dow, top and front side.

**Candies:**

**Colors:** Good.

**Panning:** Good.

**Finish:** Good.

**Flavors:** Good.

**Almonds:** Good.

**Remarks:** A very well made Jordan Al-  
 mond. The best we have examined  
 this year at this price. Piece had a thin  
 jacket and a very good grade of al-  
 monds.

**Code 11E55**  
**Banana Caramels**  
**2 for 1¢**

(Purchased in a food store,  
 Oak Park, Ill.)

**Appearance of Piece:** Good.

**Wrapper:** Pieces are wrapped in white  
 wax paper, printed in red. Piece is a  
 chewy taffy.

**Candy:**

**Color:** Good.

**Texture:** Good.

**Flavor:** Good for banana.

**Remarks:** The piece is the best of its  
 kind we have examined this year.  
 Cheaply priced at 2 for 1¢.



**NOW! MAXWELL HOUSE PRESENTS ...**

# CAFE PRONTO

**A PURE COFFEE CONCENTRATE**

A PRODUCT OF GENERAL FOODS

**Just add hot water for that famous**  
**Good-to-the-Last-Drop flavor**  
**in ice cream, candies and confections.**

**Bulk packed in 25-lb. moisture-resistant drums.**

**For free samples and information, write to:**

**CAFE PRONTO, MAXWELL HOUSE DIVISION, HOBOKEN, N. J.**

## COLORED COATINGS

**Add color to your package!**

Bon bon coatings in pink, green,  
 peach, yellow and white.

**Nu Coat**  
**Bon Bon**  
**Company**

4338 N. Western Avenue  
 Chicago 18, Illinois

## RIBBONS

BOWS and ROSETTES  
 for your CANDIES

Satin — Chiffon — Tinsel  
 Ribbons — Rayon Ribbonzene

**R. C. TAFT CO.**

25 27 SOUTH WACKER DRIVE  
 CHICAGO 6, ILLINOIS

**Code 10E5**  
**Mollasses Chews**  
**11 ozs. 37¢**

(Purchased in a chain drug store,  
 Chicago, Ill.)

**Appearance of Package:** Good.

**Container:** Polyethylene bag, white paper clip on top printed in red, white and blue. Chews are wrapped in printed wax paper, finger shape.

**Chews:**

**Color:** Good.

**Texture:** See remarks.

**Taste:** Good.

**Remarks:** Suggest chews be cooked higher to improve the eating qualities. Chews are too soft and "doughy".

**Code 11D55**

**Assorted Chocolate Panned Nuts,  
 Creams, Malted Milk Balls, etc.**  
**12 ozs. 55¢**

(Purchased in a drug store,  
 Oak Park, Ill.)

**Container:** Cellulose bag printed paper clip on top.

**Appearance of Package:** Fair

**Coating, Light:** Good.

**Centers:**

**Creams:** Good.

**Malted Milk Balls:** Good.

**Jellies:** Good.

**Brazils:** Good.

**Date:** Good.

**Almonds:** Good.

**Orange Peel:** Good.

**Caramel:** Good.

**Raisins:** Good.

**Peanuts:** Good.

**Assortment:** Good.

**Remarks:** The best assortment of chocolate panned pieces we have examined this year at this price. Suggest bag be printed in one or two colors to improve the appearance.

**Code 11B55**

**Panned Jaw Breakers**  
**1¢ each**

(Purchased in a food store,  
 Oak Park, Ill.)

**Wrapper:** Each piece wrapped in cellulose.

**Jaw Breakers:**

**Colors:** Too deep.

**Texture:** Good.

**Flavors:** Fair.

**Remarks:** The best piece of this kind we have examined this year.

**Code 11F55**  
**Sugar Wafers**  
**12 pieces 1¢**

(Purchased in a food store,  
 Oak Park, Ill.)

**Appearance of Package:** Good.

**Wrapper:** Printed cellulose wrappers.

**Wafers:**

**Colors:** Good.

**Texture:** Good.

**Flavors:** Fair.

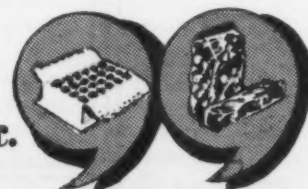
**Remarks:** The best sugar wafers we have examined this year at the price of 1¢.



**DOUGLAS CONFECTIONERS'**

**MOULDING STARCH and DOUGLAS  
 CONFECTIONERS' THIN BOILING STARCH**  
 are dependable stand-bys throughout the  
 candy industry...delivering constant quality  
 to your product every time!

**Buy and try PENFORD CRYSTAL CORN  
 SYRUP—and you will order it time and  
 again. The reason: like other PENICK & FORD  
 products it can always be counted on  
 for the same high quality...**



**PENICK & FORD, Ltd., Inc.**

**420 Lexington Avenue, New York 17, N. Y. and Cedar Rapids, Iowa**

**ALLIES IN  
 SUGARLAND**

We can't praise too highly the work of Sugar Information and those members of the sugar industry who are publicizing the need of sugar in the diet—combating mis-information with public enlightenment.

Progress has been made... but the task demands the efforts of everyone interested in our industry's growth and progress.

Let's TALK, ADVERTISE, PUBLICIZE: In *The Healthy Body*, There's No Substitute For Sugar!

**CHARLES FUCHS & CO.**

**Sugar Brokers**

120 Wall St., New York 5, N. Y.  
 Bowling Green 9-7171

Member

N. Y. Coffee & Sugar Exchange,  
 Inc.



**MERCKENS**

*Makers  
of  
Fine Chocolate  
and  
Cocoa*

**MERCKENS CHOCOLATE COMPANY, INC.**

**155 Great Arrow Avenue, Buffalo 7, New York**

BRANCHES AND WAREHOUSE STOCKS IN

BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND, SALT LAKE CITY, SEATTLE



See our display at the  
**Philadelphia Candy  
Show**  
Benjamin Franklin Hotel  
Room 423 —  
Jan. 29 through Feb. 1



# the manufacturing retailer

## Candymaking on display

*highlights "Food Fair" promotion*

*by big department store*

by STANLEY E. ALLURED, *editor*

**M**arshall Field & Company, the Chicago department store, held a very extensive and successful promotion of their food department, in which candy played a most prominent part.

This store, which is one of the country's largest candy manufacturing retailers, has always placed a great deal of emphasis on their candy department. It has a good first floor location with about 270 feet of counter space. The kitchen is on the thirteenth floor of the same building.

This promotion, called "Food Fair," was held in conjunction with the appliance department on the ninth floor. The feature of this promotion was examples of candy equipment in action and sampling of candies. Many other foods were featured at the Fair, including cheese, table spreads and other food specialties. Candy, however, had the spotlight as it had the largest space allotted to any one food, and it had the only equipment-in-action display.

Three candy making demonstrations were in progress for visitors to see. An enrober was coating Frango Mints, one of Field's best known specialties. The centers were brought in in a cold cabinet, and enrobed





An enrober is set up for opening of the "Food Fair" promotion. More candy than could be put through this machine was sampled during the week long show.

pieces were stored in the same cabinet for hardening. This proved a real crowd-puller, and resulted in this piece being even better known.

A Racine depositor was set up to make cream patties on corrugated rubber plaques. The color and flavor was changed regularly, and they were sampled near the machine.

The third attraction in candymaking was a bonbon dipper. Coconut centers were being coated, with the color and flavors of the coating changed frequently. They were sampled right off of the dipping paper, and went as fast as they could be dipped.

In addition to the pieces being made on the floor, several other candies were being sampled. Field went out to suppliers of candy specialties, and had several of them supply enough for sampling purposes. One U. S. manufactured and two imported lines were included.

This promotion was publicised in newspaper advertisements. The drawing attraction of the promotion proved strong from the first hour on Monday morning and continued to increase throughout the entire week of the promotion.

This promotion was a substantial success from every standpoint both for the regular candy department on the ground floor as well as for the promotion area. The displays and samplings done in the promotion area sold an impressive amount. Of equal value was the friendship of the many regular customers of Field's who were introduced to their candy department and some of the specialties exclusive with that store in the city.

The following week the interest created by the promotion was very evident, particularly on those items sampled and made during the promotion. All indications are that this promotion will continue to influence business for some time to come.



...a brand new **CANDY** ingredient  
that's really different!

# CRANSWEETS\*

*-the sweetest cranberries in all the world!*

Delicious Cransweets are firm, whole processed cranberries, ready to be used in a cordial center. They're made by a process that retains both the natural color and the distinctive cranberry flavor. Sweetness is added, but a touch of tartness remains to provide that mouth-watering appeal. Cransweets are as easy to handle as other fruit centers. Available in graded sizes ranging from 1300 to 3000 count per gallon—six pounds of drained fruit. Add taste-tempting cordialized Cransweets to your candy line now.

\*Trademark of Wisconsin Alumni Research Foundation

send for your **FREE** sample

Get acquainted with Cransweets. Obtain a generous sample, by sending a request on your letterhead to:

**CRANBERRY PRODUCTS, Inc.**  
EAGLE RIVER, WISCONSIN



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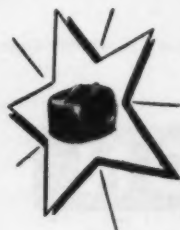
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It's plain to see why  
Confectioners are starry-eyed!



See how much better  
your candies will taste!

Make 'em with KRIST-O-KLEER . . .  
and you'll be in heaven! Because  
KRIST-O-KLEER Invert Sugar controls  
moisture—it helps keep the fresh fla-  
vor from drying out of candies.

See how much better  
your candies will look!

Naturally, with KRIST-O-KLEER! Be-  
cause it helps regulate moisture,  
KRIST-O-KLEER preserves the origi-  
nal, perfect texture of candies. Helps  
keep candy fresh-looking longer.



See how much better  
your candies will keep!

Keep on using KRIST-O-KLEER! Can-  
dies made with KRIST-O-KLEER stay  
fresh longer, because this uniform in-  
vert sugar helps retain moisture,  
even when candies are exposed to  
air and low humidity.



Order today from National's full line of  
KRIST-O-KLEER invert and partial invert sugars.

**THE NATIONAL SUGAR REFINING CO.**  
New York, N. Y. and Philadelphia, Pa.

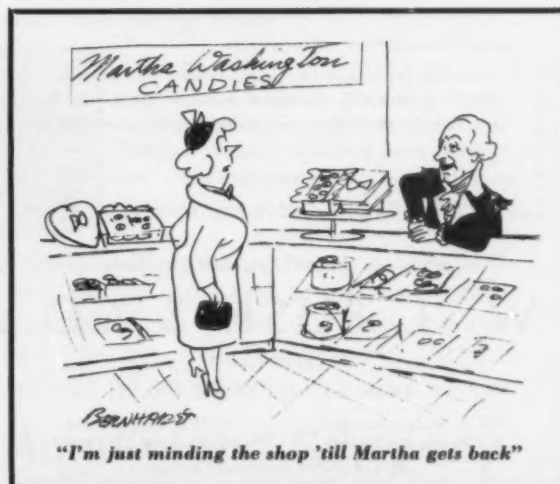
## Mailbox Sells Candy



The famous mail box used in Russell Stover Candy stores sells a lot of candy in Atlanta, Georgia. In the store located at 145 Peachtree Street, manager Mrs. Marjorie Jones reports that many customers come in to make gift purchases. They tell clerks that "the mail box in the window reminded me to send candy". Sometimes it's for a birthday, an anniversary, a favor done, or a bread and butter gift. In addition to those who say the mailbox reminded them, it can safely be assumed there are many more who come in for the same reason.

Mrs. Jones says she is convinced that some one unusual thing like the mailbox in the window helps build business. People sometimes tell a friend to get candy at the store with the mailbox in the window if they cannot recall the name or exact address.

The Atlanta store is located at the apex of Peachtree and Pryor, and has a mailbox placed in both windows to be seen from either street.



## "COOPER-STYLED FOLDING BOXES"

# Attract Young Eyes



## ...Build Big Candy Sales! "All Year Round"

WRITE FOR DISPLAY BROCHURE OF BOX STYLES AND PRICES

**COOPER**  
PAPER BOX CORPORATION

DEPT. M

BUFFALO 4, NEW YORK

## "BUSH" Manufacturing Chemists

Since 1851 we have specialized in the distillation of Essential Oils and the manufacture of Flavoring Materials and Food Colors, and over this long period have established and maintained a world-wide reputation for Quality.

### SOME OF OUR SPECIALTIES

#### IMITATION PINEAPPLE FLAVOR 4253

One of our outstanding specialties, imparting the character of the true fruit, a real fresh pineapple flavor.

#### IMITATION COCONUT FLAVOR 4127

Accurately reproduces real coconut flavor. For all types of candy; a necessary ingredient wherever coconut is used; particularly valuable for reinforcing the flavor of shredded coconut.

#### IMITATION JAMAICA BANANA FLAVOR

This preparation gives the flavor and aroma of the ripe red Banana to a remarkable degree.

— Write for Samples and Full Directions —

# W. J. BUSH & CO.

*Incorporated*

19 W 44th ST. NEW YORK, N. Y.

605 W. Washington Blvd.  
Chicago 6, Illinois

3525 E. Olympic Blvd.  
Los Angeles 23, Calif.  
P. O. Box 797, Montreal, Canada

# CALENDAR

November 6-9—National Automatic Merchandising Assn. convention, Conrad Hilton Hotel, Chicago.

November 8—AATC Boston Section dinner meeting, Hotel Continental, Cambridge.

November 10—AATC, New York Section dinner meeting, Busto's Restaurant.

November 11—Los Angeles Confectionery Sales Club luncheon meeting, Rodger Young Auditorium, Los Angeles.

November 12—Carolina Confectionery Salesmen's Club, Kuesters, Charlotte, N. C.

November 14—Chicago Candy Club dinner meeting, Furniture Club.

November 15—Candy Executive's Club of N. Y. Silver Anniversary Party, St. George Hotel, Brooklyn.

November 15—AATC, Chicago Section dinner meeting Graemere Hotel, Chicago.

November 17—New York Candy Club, Park Sheraton Hotel.

November 21—Confectionery Salesmen's Club of Philadelphia, luncheon meeting.

November 24—Tidewater Wholesale Candy Club, Norfolk, Va.

November 25—Boston Confectionery Salesmen's Club evening meeting Kenmore Hotel.

November 26—Gopher Candy Club luncheon, Covered Wagon, Minneapolis.

# HOOTON

## CHOCOLATE

COATINGS • LIQUORS • COCOAS

● A dependable source of supply for taste, appearance, and uniformity. Top performance—both product and service will appeal to you.

**HOOTON CHOCOLATE COMPANY**  
NEWARK 7, NEW JERSEY

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

The Manufacturing Confectioner, published monthly except June, semi-monthly, at Pontiac, Illinois, for October 1, 1954.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Mrs. Earl R. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Editor, Mr. Stanley E. Allured, 418 N. Austin Blvd., Oak Park, Ill.

2. The owner is: The Manufacturing Confectioner Publishing Co., 418 N. Austin Blvd., Oak Park, Ill.; Mrs. Earl R. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Allen R. Allured, 418 N. Austin Blvd., Oak Park, Ill.; James W. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Stanley E. Allured, 418 N. Austin Blvd., Oak Park, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

Sworn to and subscribed before me this 9th day of October, 1955.  
[SEAL] STANLEY ALLURED, Editor  
DORIS G. EINFELDT

(My commission expires March 5, 1958)

THE MANUFACTURING CONFECTIONER



December 1—Michigan Candy Club, Hotel Detroit, Detroit.  
 December 2—Golden West Candy Salesmen's Club annual meeting, Los Angeles.  
 December 3—Kansas City Candy Club luncheon The Town House, Kansas City, Kans.  
 December 3—Northwest Candy Club, "Clark's Round the Clock", Seattle.  
 December 8—Metropolitan Candy Brokers Assn., Hotel Empire, New York.  
 December 10—Confectioner Salesmen's Club of Baltimore annual banquet, Lord Baltimore Hotel.  
 December 10—Los Angeles Confectionery Sales Club annual Christmas party, Beverly Hilton Hotel, Beverly Hills.  
 December 10—Carolina Confectionery Salesmen's Club, Kuesters, Charlotte, N. C.  
 December 12—Chicago Candy Club dinner meeting, Furniture Club.  
 December 19—Confectionery Salesmen's Club of Philadelphia luncheon.  
 December 20—Candy Executives Club of N. Y. Christmas party. Hotel St. George, Brooklyn.  
 December 29—Tidewater Wholesale Candy Club, Norfolk, Va.  
 December 9-10—Western Confectioner Salesmen's Assn. Annual convention, Congress Hotel, Chicago, Ill.

#### 1956

January 10—AATC Boston Section. Dinner Hotel Continental, Cambridge.  
 January 15-18—Boston Candy Show, Statler Hotel, Boston.  
 January 29-Feb. 1—Philadelphia Candy Show, Ben Franklin Hotel, Philadelphia.  
 March 1-2, 1956—Western Candy Conference, Sheraton-Palace Hotel, San Francisco.  
 June 10-14—National Confectioner's Association Convention and Exposition, Statler Hotel and Mechanics Hall, Boston, Mass.  
 July 11—Annual Convention, Southern Salesmen's Candy Club. Dinkler-Plaza Hotel, Atlanta, Ga.  
 July 12-14—Southern Wholesale Confectioners Assn. annual convention, Dinkler-Plaza Hotel, Atlanta, Ga.



"Boysh—I hit it every time!"

# NEW! FROM ARMOUR



## A Special Food Fat for Caramels, Nougats, Fudge

- Completely neutral flavor . . . snow white
- Low melting point, 98°F.
- Increased stability . . . in excess of 100 hours on the A. O. M.
- Government approved anti-oxidant. Unlimited keeping qualities
- Truly digestible
- No formula change needed with Kokolene

Kokolene is a new type food fat made especially for the finest caramels, nougats, fudge, and melt-aways. Use Kokolene wherever a completely neutral, snow-white fat is required. You'll be amazed at the quality you will get and the real saving in cost. Kokolene is made under U. S. Government Inspection and contains a Government Approved anti-oxidant which will give your products longer shelf life.



Kokolene is available in 50-lb. and 110-lb. cans, 400-lb. drums, tank cars and trucks. Ask your Armour Salesman for a sample and full information.

Let Armour Technicians show you how Kokolene is solving many real production problems for candy makers . . . helping them increase sales and profits by making better candy. Write to Armour and Company.

**Armour and Company**  
 Refinery Sales Department • Chicago 9, Illinois



# SUGAR REPORT

by Charles Fuchs

First 1956 quota hearings will have taken place in Washington on November 2nd when this appears in print. It is the usual procedure followed each year when both growers and industrial users are given the opportunity to present their views. It also helps the Department of Agriculture reach a decision on the size of the initial quota for the ensuing year, which in turn sets a pattern for prices. Last year the initial quota was 8,200,000 tons, and at this writing stands at 8,400,000, with a further increase necessary as deliveries are running some 300,000 tons ahead of last year and are expected to total in the neighborhood of 8,500,000 tons. The initial quota for 1954 was 8,000,000 and the final was 8,250,000.

There are several important factors which will have to be taken into consideration. For one thing population increases are always important and a recent report shows a substantial rise over the four year period 1950 to 1954 to more than 162,000,000. Secondly this year's sharply higher deliveries will also have a strong influence. This combination has already created opinions that the initial figure for 1956 could be a minimum of 8,300,000 and possibly more.

What will this do to the market? Probably the same effect as was experienced this year, when a stability rarely if ever seen was witnessed with the range in refined from 8.55 to 8.65 and raws from 5.75 to 6.08. This compares with refined prices last year of from 8.65 to 8.80 and raws from 5.80 to 6.27.

Fluctuations on the Sugar Exchange have also been more limited with a range in 1955 of 16 to 31 points against 24 to 62 points in the previous year. Raw sugar averages this year will range about 5.97 against 6.08 or 11 points less than the average in 1954. In 1953 it was 6.28. The gross average refined price this year will be about 8.58 or 14 points less than the two preceding years. Considering the rise in all other commodities, sugar has remained fairly stable since controls were removed when the last ceiling price was 8.40.

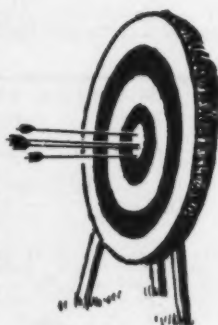
All things considered, those administering the Sugar Ace produced a stability in sugar during the past year, the like of which had never been seen. It might be safe therefore, to predict that they will attempt to find a way to keep prices within the same range next year.

Raws are presently held at 6.10, last sales having been made at 6.05. The top price of the year was 6.08 and has been established on several occasions. Early January new crop sugars have just sold at 5.85, 25 points below the asking spot price. This would indicate that while present refined quotations should remain unchanged for the balance of the year, lower prices when new crops get into full production could result in a slightly lower refined price early in the new year.



**It's hard to do...but it *can* be done, and  
Wilbur does it again and again**

**H**ITTING the mark consistently is the rule at Wilbur-Suchard. Only a Wilbur Chocolate Coating will do justice to your centers because only Wilbur assures you of the same fine *flavor*, month after month. Wilbur's "quality control" takes care of that. Expert blending of a variety of cocoa beans, plus long experience in the roasting and other processing are the secrets of Wilbur's ability to maintain a consistent flavor quality in chocolate coatings.



**WILBUR** **UNIFORM QUALITY**  
**CHOCOLATE COATINGS**

WILBUR-SUCHARD CHOCOLATE COMPANY, INC. • LITITZ, PA.

# Supply Field News

Carl A. Raabe has been elected president and director of Durethene Corporation, polyethylene film producer. Mr. Raabe was with the American Penolic Corporation for the past 17 years as general manager of their Cable and Synthetics Division.

The Girdler Corporation has concluded a licensing agreement with American Machine & Foundry Company which calls for Girdler to be the exclusive manufacturer of the AMF continuous mixer and the AMF continuous disc blender. The agreement also gives Girdler the exclusive right to market the equipment in the candy field. This equipment will complement the continuous processing now produced by Girdler, principally the Votator heat exchanger.

Melville (Ted) Eddington, candy technologist with Clinton Foods died of a heart attack August 31, at Clinton. Mr. Eddington traveled extensively for Clinton, and was well known for his knowledge of candy. He was born in Canada and moved to Chicago where his father operated a candy manufacturing business. He went with Clinton in 1941.

James Shumaker has been appointed manager of the Philadelphia office of Fritzsche Brothers, Inc. Mr. Shumaker had been manager of the firm's Cleveland office which is being closed with most of its accounts being handled from their Cincinnati branch.

Corn Starch, a 44 page illustrated booklet has been published by Corn Industries Research Foundation, Inc. It discusses the nature of starch, how it is made, the various types, and approved handling procedures. An appendix includes an analytical examination of corn starch.

For a copy write: Corn Industries Research Foundation, 3 East 45th St., New York 17, N. Y.

ALWAYS AT YOUR SERVICE

In Cocoa Since 1899

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COCOA BROKERS

80 WALL ST.

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BOWling Green 9-8944

COCOA BEANS - COCOA BUTTER

Cocoa and Chocolate Products

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**Manufacturers**

For a Better Product

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33-34th Street

Brooklyn 32, N. Y.

**"The Base of your Business"**

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makers of

**'NON-STIK'**

(no more sticky hard candy)

**BONBON DOCTOR**

(longer shelf life-high gloss)

**REAL FRUIT BASE MASHES**

(for creams & hard candy with a just pick't flavor)

**MOLDS & EQUIPMENT**

(metal, rubber, plastic, kettles, stoves, coaters, etc.)

**ORINGER MFG. CO.**

CATALOGUES ON REQUEST 154 STATE ST., BOSTON 9, MASS.



The MANUFACTURING CONFECTIONER'S

# Clearing House



## MACHINERY FOR SALE

### FOR SALE

Model S #3 Savage Fire Mixers.  
50 gal. Model F-6 Savage Tilting Mixers, stainless kettle.  
200 lb. Savage Flat Top Marshmallow Beaters.  
Merrow Cut-Rol Cream Center Machine.  
50" two cylinder Werner Cream Beater.  
1000 lb. Werner Syrup Cooler.  
200 lb. to 2000 lb. Chocolate Melters.  
Simplex Gas Vacuum Cooker.  
Simplex Steam Vacuum Cooker.  
600 lb. Continuous Vacuum Cooker.  
Form 3 and Form 6 Hildreth Puller.  
6" and 7" York Batch Rollers.  
National Model AB Steel Mogul.  
National Wood Starch Buck.  
38" Copper Revolving Pans.  
Ball and Dayton Cream Beaters.  
100 gal. Cooper Mixing Kettle with Double Action Agitator.  
We guarantee completely rebuilt.

### SAVAGE BROS. CO.

2636 Gladys Ave. Chicago 12, Ill.

**FOR SALE:** Tray Lock Machines type TL-B-EL, end lock. Also several TLA machines for setting up and side locking. All units in good order. Box 1058. **THE MANUFACTURING CONFECTIONER.**

**FOR SALE:** Rose 500 Caramel Wrapper for 7/8 x 7/8 x 5/8 piece, fold wrap; Forgrove mint stick Wrapper, 600 a minute; 1/2" diameter and 2" long; 2 model-K Kiss Machines arranged for cellophane, excellent condition. Box 1059. **THE MANUFACTURING CONFECTIONER.**

### FOR SALE

Mill River Depositor for chocolate.  
5000-lb. Lehmann Liquor Tanks (unused).  
Bramley Mills (unused).  
Hohberger Cream Machine, complete installation.  
GH-2 Wrapping Machines (excellent condition).  
Box 1060. **THE MANUFACTURING CONFECTIONER.**

**FOR SALE:** Reasonably priced-Cut Rolls, Choc. Melters, Cream Beaters, Candy Furnaces, Cooling Slabs, Enrobers, Drop Frames & Rollers, Copper Kettles, Pulling Machine, Cutting Machines and other equipment. S. Z. Candy Machinery Co., 1140 N. American St., Phila. 23, Pa.

## MACHINERY FOR SALE

**FOR SALE:** Latest model 7" Nielsen chocolate coater priced for immediate sale. Used as demonstrator only. Perfect condition. Box No. 1152, **THE MANUFACTURING CONFECTIONER.**

**FOR SALE:** 1 32" National Enrober with 24" Sisco Nut Roller. 4-Peerless Plastic Machines with 1 die each. 6-York Batch Rollers. 2-Old type Hanscella Batch Rollers. 2-1000 lb. National Chocolate Kettles. 1-800 lb. Duplex Chocolate Kettles. 2-Hudson Sharpe Wrapping Machines with electric eye. 1-2 Barrel Reade Dough Mixer. 1 32" Anderson 2-way Cutting Machine. 1-Hohberger Continuous Cooker. 1-10 HP Mears Kane Steam Boiler. Box 1052. **THE MANUFACTURING CONFECTIONER.**

**FOR SALE:** 2 Allis Chalmers Starch Gytratory Sifters, 1 Girdler Votator, 1 DF Wrapping Machine, complete with Electric Eye (in original crate), 4 Steam Jacketed Kettles, 48" Diameter, 35" Depth, complete with Agitators, 1 7-11 model UF Hayssen Wrapping Machine with extended conveyor, 1 Model DW-1 Wrap-King Wrapping Machine. Pump bars for National Equipment Depositors: 1-Single 18, 2-single 20, 1-single 24, 1-single 30, 1-single 30 with two-tone attachment, 1-double 30, 1-double 40, 1-triple 40. Fred W. Amend Co., Danville, Ill.

**FOR SALE:** F & B Cream Ball Beater, 4 ft. 3HP, single phase 115/230 volts 60 Cycle. Very little used. Perfect condition. Price \$600. F.O.B. Atlanta, Georgia. Hanes Supply Company, 131 Mangum St., S.W., Atlanta, Ga.

**FOR SALE:** MODERN GREER 24" ENROBER—Never used. Never installed. Original factory condition. Can be purchased considerably below market price. Box 1151, **THE MANUFACTURING CONFECTIONER.**

**FOR SALE:** 1 Wood Mogul with 2 depositors and two extra depositors. Assortment of pump bars including two/12 pump Mill River; 1 E.P. Racine Sucker Machine with two sets Rollers; 1 Hildreth Puller with motor—form 3, style D; 1 Confectionery Machinery Company Continuous Fondant Machine, Size 24 Type 0. Never been used; 1 Ideal Caramel Wrapping machine with stoker. Caramel Size 3/4 x 3/4 x 1/4 to 3/4. 1 Rebuilt Savage Fire Mixer with 20 inch Kettle. Never been used since rebuilt. Like New. 1 No. 500 Rose Twist Wrapping Machine. Wraps pieces 1/2 x 1 1/4. 1 Nut Rolling Machine for making Nut Rolls. Box 1150, **THE MANUFACTURING CONFECTIONER.**

## MACHINERY FOR SALE

**FOR SALE:** Practically new Forgrove 26D automatic foil wrapping machine; Smith 18" Double Arbor nougat or caramel cutting machine; Smith 10" chocolate enrober; Smith 15" refrigerated cooling tunnel; Mills nut grinder; Dubin 25 lb. capacity puller. All above equipment is in excellent condition and top running order. Katharine Beecher, Manchester, Penn.

## MACHINERY WANTED

**WANTED:** Shell moulding plant, automatic or semi-automatic. Also Hudson Sharp Machine for items 3 to 3 3/8" long, approximately 1" wide. Rasch foiling machines. Box 9511. **THE MANUFACTURING CONFECTIONER.**

**WANTED:** Syntrol Vertical Vibratory Parts feeders models EB-O through EB-4. Also, equipment for bundling or overwrapping several caramel. Box 1054. **THE MANUFACTURING CONFECTIONER.**

**WANTED:** High Speed Ideal Caramel Wrapper, 7/8 x 7/8, 1st Class Condition. Box 1153. **THE MANUFACTURING CONFECTIONER.**

## POSITIONS WANTED

**PAN MAN.** Expert in general line, 35 years practical experience, hot and cold grossing, chocolate pan work, finish and polishing; bubble gum base, and regular chewing gum line. Best of references. Holding position as foreman, desire change. Box 1156, **THE MANUFACTURING CONFECTIONER.**

**BUBBLE GUM BASE** Man experienced in bubble gum base and regular chewing gum for pan line. Willing to go anywhere to teach the process of making the base. Panning, coloring and polishing the same. Box 1155, **THE MANUFACTURING CONFECTIONER.**

**CANDY MAKER,** over twenty years experience in Jelly and Gum candies desires position. Box 852, **THE MANUFACTURING CONFECTIONER.**

**WANTED:** Desire connection with Manufacturing Confectioner as plant Manager. 17 years experience in methods, formulations, quality control, plant layout, sanitation, manufacturing cost control and purchasing. Experience includes chocolates, hard candies, brittles, coconut candies, jellies, creams and marshmallow. Box No. 1062. **THE MANUFACTURING CONFECTIONER.**



## HELP WANTED

**CHIEF MECHANIC** for hard candy packing departments. Must be experienced on Redington cartoning and Package Machinery cellophane overwrap machines. Knowledge of air-conditioning operations helpful. Here is a great opportunity for the right man. Large successful manufacturer with modern plants. Box 1154, **THE MANUFACTURING CONFECTIONER**.

**WANTED: PAN MAN**—Working foreman for leading New York City plant. Experienced in Jordan almonds, jelly beans, choc. work. Box 855 **THE MANUFACTURING CONFECTIONER**.

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ODD LOTS • OVER RUNS • SURPLUS

**"Cellophane" BAGS**

**SHEETS • ROLLS • SHREDDINGS**

Cellophane rolls in cutter boxes 100 ft. or more  
ALSO MADE OF OTHER CELLULOSE FILM

Wax • Glassine Bags • Sheets & Rolls

Tying Ribbons—All Scotch Tape  
Colors & Widths Clear & Colors

**Diamond "Cellophane" Products**

Harry L. Diamond Robert L. Brown  
"At Your Service"  
74 E. 25th St., Chicago 16, Illinois

## MISCELLANEOUS

Frank Z. Smith, Ltd., Mfg. Sales Agts.  
Box 24 Camp Taylor St. Louisville  
13, Ky. Candies Specialties, Territory  
Ky. Tenn. and Ind. 3 salesmen.

**WILL** exchange 5' Racine Snow Plow  
Cream Beater for 4' F & B in first  
class condition. Racine in perfect condition  
only too large for our use. 300  
pounds capacity. S. E. Cramer, Barbara  
Fritchie Shoppes, Frederick, Md.

**FOLDING CANDY BOXES:** All sizes  
carried in stock for prompt delivery.  
Plain, Stock Print or Specially printed.  
Write for our new catalog of Every-  
Day and Holiday Fancy Boxes, and all  
Paper Products used in the manufacture  
and packaging of candies. **PAPER  
GOODS COMPANY, INC.**, 270 Albany  
Street; Cambridge 39, Mass.

**STAINLESS STEEL POTS** 200, new 12  
gallon stainless steel pots, 22" in di-  
ameter, 8" tall, with shallow dish bot-  
tom, two lifting handles. Ideal for vacu-  
um cooker receiving kettles, or odd  
uses around candy factory or bakery.  
Will hold 150 pounds of candy. Heavy  
Guage. Price \$39.00 each, FOB Birming-  
ham, Ala., Machine & Fabricated Prod-  
ucts Company, Box 6446, Tarrant, Ala.

**YOUNG MAN** contemplating marriage  
seeks acquaintance of older, experi-  
enced man to dissuade him from idea.  
Box 1159, **THE MANUFACTURING  
CONFECTIONER**.

**CLASSIFIED ADVERTISING** is  
designed to aid the candy man  
in finding a market for or source  
of used equipment, services and  
miscellaneous items. In replying  
to ads address: Box Number, The  
Manufacturing Confectioner, 418  
N. Austin Blvd., Oak Park, Illinois.  
Minimum insertion is 3 lines, at  
40¢ per line, 80¢ for bold face;  
not subject to agency discounts.

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- Feature Articles
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- Candy Packaging
- Candy Equipment Preview
- Technical Literature Digest
- Manufacturing Retailer
- Book Previews
- And many other features

418 N. Austin — Oak Park, Ill.

## Atlantic States

### HERBERT M. SMITH

318 Palmer Drive  
NO. SYRACUSE, NEW YORK  
Terr.: New York State

### BUSKELL BROKERAGE CO.

1135 East Front Street  
RICHMOND, VA.  
Contact Wholesale Groceries, Candy  
Jobbers and National Chains  
Terr.: Va., W. Va., Eastern Tenn.,  
and Eastern Kentucky

### JIM CHAMBERS

Candy Broker  
84 Peachtree Street  
ATLANTA, GEORGIA  
Terr.: Ga., Ala., and Fla.

### WM. E. HARRELSON

Candy & Allied Lines  
5308 Tuckahoe Ave.—Phone 44280  
RICHMOND 21, VIRGINIA  
Terr.: W. Va., N. & S. Car.

### ROY E. RANDALL CO.

Manufacturers' Representative  
P. O. Box 605—Phone 7590  
COLUMBIA 1, SO. CAROLINA  
Terr.: No. & So. Carolina  
Over 25 years in area

### SAMUEL SMITH

2500 Patterson Ave. Phone 22315  
Manufacturers' Representative  
WINSTON-SALEM 4, N. CAR.  
Terr.: Virginia, N. Carolina,  
S. Carolina

### W. M. (BILL) WALLACE

Candy and Specialty Lines  
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Terr.: Ga. & Fla.  
Thorough Coverage

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2950 N. Holton Street  
MILWAUKEE 12, WISCONSIN  
Terr.: Wis., Ill. (excluding Chi-  
cago), Mich. (Upper Penn.)

### FELIX D. BRIGHT & SON

Candy Specialties  
P. O. Box 177—Phone 8-4097  
NASHVILLE 2, TENNESSEE  
Terr.: Kentucky, Tennessee, Ala-  
bama, Mississippi, Louisiana

## West Central States

### JAMES A. WEAR & SON

P. O. Box 27  
BALLINGER, TEXAS  
Territory: Texas

## Mountain States

### G & Z BROKERAGE COMPANY

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County Texas  
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N. Mex.

Personal service to 183 jobbers,  
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stores. Backed by 26 years experi-  
ence in the confectionery field. We  
call on every account personally  
every six weeks. Candy is our busi-  
ness.

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Terr.: New Mexico, Arizona & El  
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SEATTLE 22, WASHINGTON  
I. Liberman Cliff Liberman  
Terr.: Wash., Ore., Mont., Ida.,  
Utah

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Sell Wholesale Trade Only  
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923 East 3rd St.  
Phone: Mu. 4495  
LOS ANGELES 13, CALIFORNIA  
Terr.: Calif., Ariz., N. Mex.,  
West Texas & Nevada

# Confectionery Brokers





# Advertisers' INDEX

Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of *The Manufacturing Confectioner* by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry. Advertising space in *The Manufacturing Confectioner* is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers.



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## Oranges are not all alike...

There are as many different varieties of oranges as there are apples. They differ in physical appearance, juice character, peel flavor and in the many constituents which make up the component parts of the fruit. Many oranges that may be comparable in some characteristics may differ widely in others and, in some respects, one may be three or four times as potent as the other.

That is why Exchange Brand California Oil of Orange is the standard the world over for orange flavor excellence. You not only get the benefit of Exchange experience, technical skills and vast fruit resources, but Exchange Brand Oil of Orange is made only from California oranges with peel oil that is far richer in flavor

strength and more intense in the aromatic constituents which are universally accepted as true orange flavor.

The cost of flavor is so small, why risk the quality of your product for penny economy? Protect its valuable reputation with the consistent quality and distinctive California feature of Exchange Brand Oil of Orange.



## Sunkist Growers

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FRITZSCHE BROTHERS, INC., 76 Ninth Ave., New York 11, N. Y. • DODGE & OLCOTT, INC., 180 Varick St., New York 14, N. Y.

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Come to Norda now, for food flavors that make lasting friends for your good food products.

Fine Norda Flavors have a fresh, full richness. Special advanced Norda processing methods and expert Norda skills give them concentrated quality.

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Use "A Favorite  
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